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Selling Electricity



Vol. 1

APRIL, 1907

No. 4

From A to Z of Business Getting

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yet issued. The next will be better yet.

Moral: Subscribe today.

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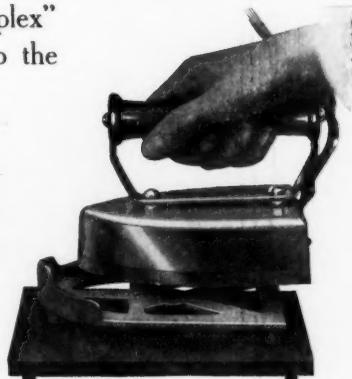
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? The DAY LOAD AND ? How To Increase It!

THIS QUESTION settled by handling "Simplex" Electric Flat-Irons, which readily appeal to the housekeeper as a time and labor saver.

By the Simplex Enamel Method of construction the heating element is perfectly sealed in enamel, fused to the upper side of the bottom of the iron, thus insuring the highest practical efficiency and a uniform temperature over the entire working surface.

Send for catalog "S", on Electric heating.



SIMPLEX ELECTRIC HEATING CO.

CHICAGO OFFICE: Monadnock Blk.

CAMBRIDGE, MASS.



The Poke Bonnet

Does away with special-made trough reflectors.

Always in stock ready to be applied to any window.

Enables the solicitor to give accurate estimate of the cost of any installation.

WRITE US FOR CATALOGUE AND PRICES

THE X-RAY "POKE BONNET"

Helps the Central Station Man get window-lighting business.

Helps him satisfy customers who complain because their windows are poorly lighted by giving them from one-third to one-half more light with the same amount of current.

Helps him get new window lighting business because every window in which they are used will be a practical demonstration of their effectiveness, so noticeable that every merchant on that street will have to employ "Poke Bonnets" also.

NATIONAL X-RAY REFLECTOR COMPANY
247 JACKSON BOULEVARD, CHICAGO

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

THE FREE PROPOSITION
— IS A —
GOLD MINE
— For Central Stations —
— IF —
FEDERAL
INTERCHANGEABLE



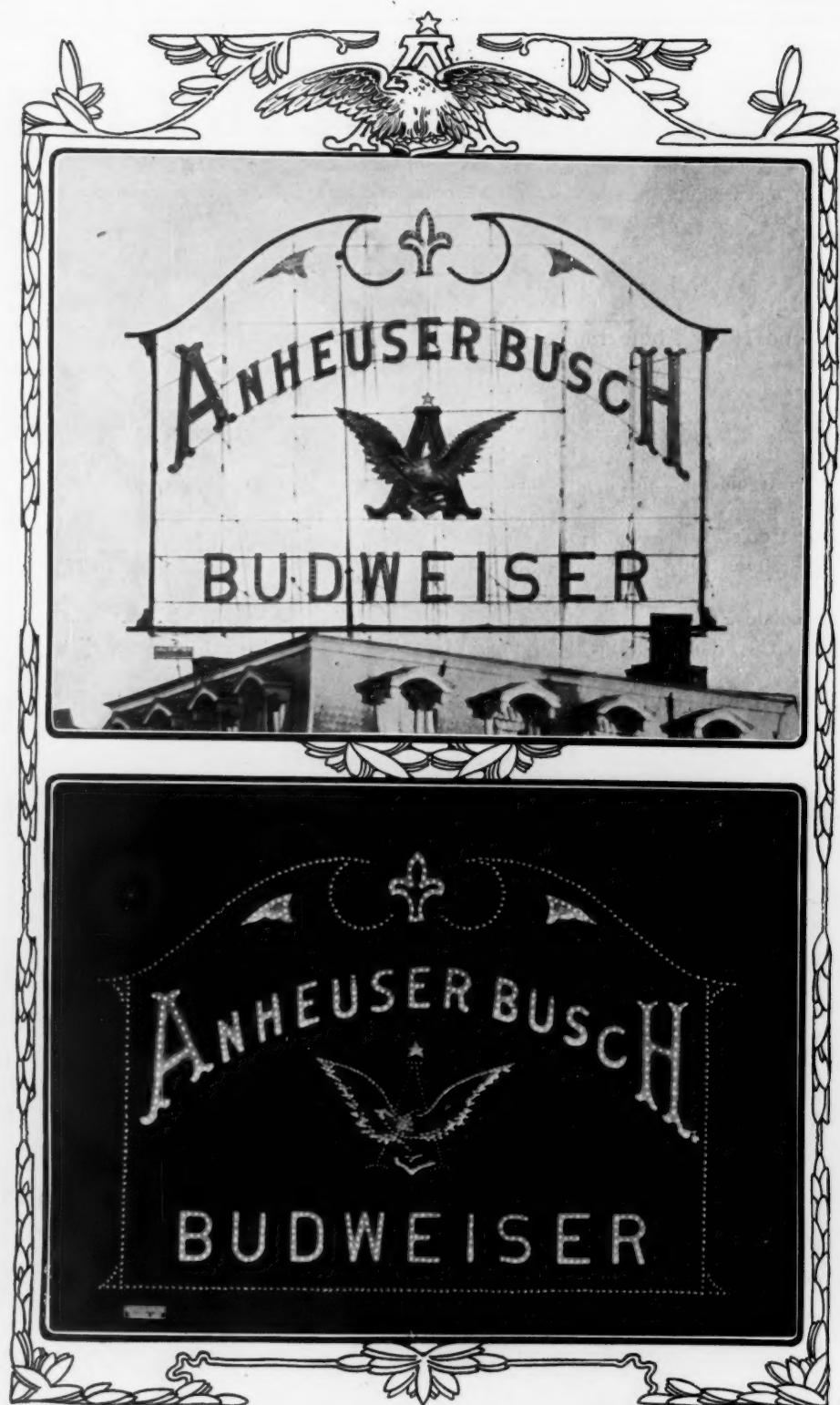
SIGNS
— ARE USED —

A central station manager writes us that he paid
for his signs and netted eight cents per K. W. for his
current. You can do the same. We'll tell you how.

Federal Electric Company
LAKE & DESPLAINES STREET CHICAGO, ILL.

Eastern Agents—Federal Sign System (Electric)
317 W. 42d St., New York.

In writing to advertisers, mention "Selling Electricity."



ANHEUSER BUSCH

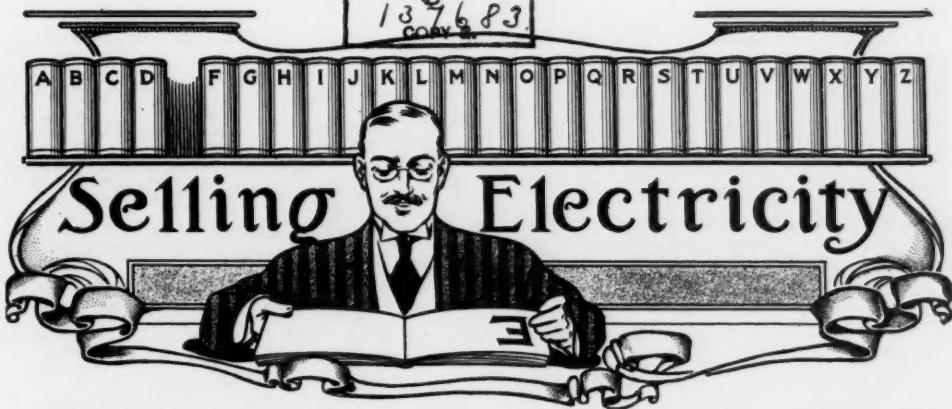
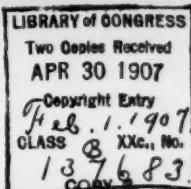


BUDWEISER

ANHEUSER BUSCH



BUDWEISER



Volume 1.

APRIL, 1907.

No. 4.

SIGNS FOR NATIONAL ADVERTISERS

How A Great Brewery Keeps In The Public Eye—Arguments Which Apply Equally
To The Large Sign User and The Small Merchant.

By BRADFORD E. STEPHENS.

HOW many glasses of beer at five cents apiece must a \$2,000 electric sign, consuming \$27.00 worth of current every night, sell in order to be profitable?

This interesting question can be answered by the Anheuser-Busch Brewing Association of St. Louis. While the company is not prepared to give out the exact figures, it says frankly enough that it has found such signs a profitable investment; that one of them will actually sell more than enough beer to pay its cost and maintenance.

Evidence like this from the Anheuser-Busch Company, which is probably spending more money in electric advertising than any other

concern in the world, is something every central station man and solicitor ought to have on the tip of his tongue. It is the kind of argument that will help the cigar store man or the corner druggist make up his mind to plunge to the extent of \$15.00 or \$20.00 on a small electric sign to push his own business.

The fourth large electric sign built for the Anheuser-Busch Brewing Association in New York, and the largest so far erected for it, has recently been put up by the M. Wineburgh Advertising Company at 125th Street and Park Avenue, in Harlem. This monster sign is 104 feet long and 50 feet high. It contains several thousand two, four and eight candle-

power lamps; cost \$2,000.00 to build, and is said by the advertising men to burn \$27.00 worth of current every evening.

Probably no electric sign ever erected flashes its message over such a sweep of house-tops and into the homes of so many people. It can be seen and read from Riverside Drive, Washington Heights, Cathedral Heights, Morningside Park, from the car windows of the 6th and 9th Avenue "L," and by all passengers in the Subway trains at 140th Street, where that famous underground thoroughfare comes to the surface for a couple of blocks before diving below tenements and cellars on the last lap of its journey.

Fully two square miles of city blocks come within the range of this new sign. Of the 500,000 New Yorkers who make their homes in Harlem, it is safe to say that there is probably not a man, woman or child but has seen it, and had fixed in memory the indelible trademark of Anheuser-Busch. As the M. Wineburgh Company explains, the sign carries its message into the home, for it shines nightly into the windows of thousands of Harlemites.

Speaking of this particular sign, Mr. C. Johnston Smith, the vice-president of the M. Wineburgh Company who is said to have erected the first electric sign the Anheuser-Busch Brewing Association ever tried in New York, eight years ago, said:

"Its value as an advertising medium bears favorable comparison in some ways with the best newspaper advertising. Not that I would for a minute argue that such advertising is

more valuable than newspaper publicity—for it isn't—but that the value of this sign can best be measured by comparing it with an ad in one of the largest New York dailies.

"How much of an ad would \$27 buy in a New York newspaper? Not a very large one, certainly, but that is about the daily cost of the current burnt up by this big Harlem sign. Of course, the interest on the initial cost of \$2,000 and the rent of the space it occupies would bring this amount up some, but that figure will serve very well for a comparison.

"It is said that the back page of the New York *Herald* costs \$1,000 for one day. Compare that amount with the \$27 for the Harlem sign, and then figure out which is read by most people. I am not sure but what the sign actually does have the advantage of a larger circulation.

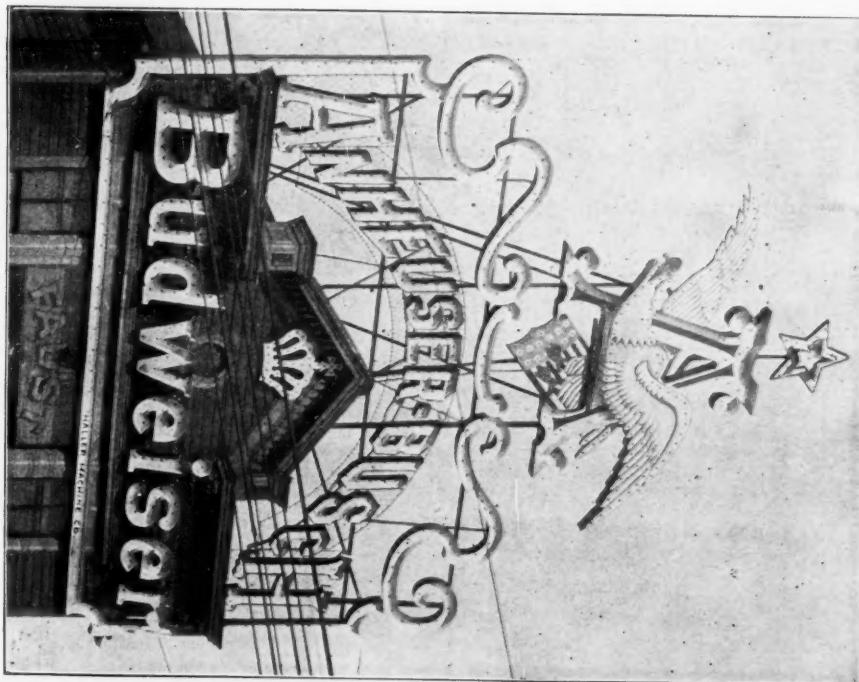
"And that, by the way, is to my mind the value of electric signs for national advertisers. Figured out in hard dollars and actual results they are the cheapest kind of general publicity that has yet been discovered."

The remarkable growth of electric sign advertising in the last year or so in New York by national advertisers is well illustrated by the complaint of this company, that their difficulty is not to get customers, but to secure spaces suitable for such signs.

Three other large electric signs are maintained by the M. Wineburgh Company for the Anheuser-Busch Brewing Association in Greater New York. There is one at 36th Street and North River, one at 49th Street and Broadway, and one at 149th Street and 3rd Avenue in the Bronx.

SELLING ELECTRICITY

7



Day and Night Pictures of the Chicago Signs.



The Bronx sign is 50 by 30 feet, and is undoubtedly seen nearly every night by a large portion of the 450,000 people who make their homes in that section.

The sign at 49th Street and Broadway, showing over Long Acre Square is 50 by 50 feet, and ranks second in size in New York. The sign on Broadway is, of course, seen by thousands of people who frequent that great thoroughfare at night. Any effort to estimate how many people observe such a sign in a single night is practically impossible, but the testimony of the Anheuser-Busch Company bears out the statement that enough people read them to make them profitable, despite their great cost.

As will be seen from the illustrations that accompany this article, all of the Anheuser-Busch signs are practically the same in design. They all bear the trademark, the star, the capital A and the eagle. Most of them have the words, "Anheuser-Busch," above the eagle, and "Budweiser" below, but there are one or more that simply bear the trade mark and the word "Budweiser."

Signs similar to those in New York, except that none are as large as the monster Harlem creation, are maintained by the Anheuser-Busch Brewing Association in Chicago, Philadelphia, Baltimore, Washington, Columbus and Indianapolis.

The one at Chicago pictured herewith is a recent creation of the Haller Machine Company and is an excellent example of sturdy construction applied to artistic and clever design. This sign is 30 x 24 feet over all, the trademark being eight feet high and

spread of eagle fourteen feet. There are 656 sockets—427 for white lamps, 45 amber, 126 green and 58 red. The Baltimore sign is slightly larger than this, being 30 x 34 feet and having 691 sockets. Of this last the Anheuser-Busch people said:

"This sign is by far the finest and most artistic sign that has to our mind ever been erected for this company. The workmanship is excellent, the spacing of letters and the taste in the arrangement of the border is excellent. It certainly is the handsomest we have ever seen, no gingerbread work, massive in every detail."

This indicates the satisfaction with which the brewery views the sign proposition as a whole and the attention it gives to details of design and construction. The Haller company has built most of the signs used by the Budweiser people.

The signs in Washington and Philadelphia are owned and maintained by the company directly. Each costs about \$250 per month for electric energy, lamp renewals and maintenance. Each of these signs has approximately 1,225 two and four candle-power lamps.

All of the Anheuser-Busch signs illustrate a new and important principle of modern electric sign advertising. They are not dead during the day time, but serve by day as well as by night to advertise Budweiser, because each sign is so designed and pointed that it is at all times an attractive and compelling billboard. In fact, for daytime advertising alone the Anheuser-Busch signs are far ahead of the majority of painted billboards.

Considering the enormous outlay that is being expended annualy to maintain all these expensive signs, a statement from Charles W. Staudinger, advertising manager of the Anheuser-Busch Association, is of considerable interest. Mr. Staudinger says:

"We think very well of electric signs from a general publicity standpoint. The first large electric sign we put up at Broadway and 42nd Street a number of years ago certainly

created more comment than any other advertising medium we have ever used.

"Of course, it must be borne in mind that these large electric signs are only of real value to a business like ours in large cities, as it costs no more to operate and show them to a million people than it does to 10,000, and for this reason, in large cities with a great floating population, they are practically a national advertisement."



The \$2000.00 New York Sign.

PICTORIAL SIGNS

When it comes to ad-signs, if it is at all possible to tell the story, or any part of it pictorially, it is always advisable. A story told pictorially is read and comprehended at a glance. The illiterate, the foreigner, the very babies read and comprehend it.

It is the most powerful and forcible of all statements; it is argument, didactic statement and proof, all in one. It cannot be gainsaid; it must be admitted.

Think of the value, the wonderful efficacy that accrued to the advertiser who first used the (now banal and common) idea of before and after taking.

Always advertise pictorially, when possible.—*Exchange.*

HAND BOOK HINTS NO.--4

More Handy Arguments for Solicitors.

Whenever a motor installation is being laid out, and individual drive is impracticable, it is most necessary to group machines according to the number of hours they severally run. Thus if there are half-a-dozen machines which run not over half time, these can be grouped on one shaft and worked in shifts so as to keep the motor load approximately even. A smaller motor can thus be used which will operate with greater economy.

* * * *

The difference in cost of operation between a motor operating at 80 per cent. efficiency and one operating at 83 per cent. efficiency will, during the life of the motor, amount to more than the cost of both motors. In other words, while the initial difference in price is often but a few dollars, the additional current used by the less efficient motor during its life would pay twice over for the better machine.

* * * *

The Hefner unit used in measuring light is 88 per cent. of the present candlepower unit.

* * * *

It is well to remember that an incandescent lamp gives its rated candlepower only at its rated voltage. Thus, a 114 V. lamp gives only a little over half its light on a 104 V. circuit.

The ordinary 16 c. p. carbon filament incandescent will increase approximately one candle for every volt increase in current above normal. Thus, a 105 V. 16 c. p. lamp operated on 109 V. circuit will give about 20 candles while the lamp is new.

* * * *

Ground glass globes or shades absorb about 20 per cent. to 30 per cent. of the light.

* * * *

It is interesting to note that the amount of light emitted by a Welsbach street lamp between the angles of 10° and 20° below horizontal covers 90 per cent. of the ground illuminated.

* * * *

Just as much knowledge is required to lay out a window lighting installation as is needed for larger work. A trough reflector can waste 50 per cent. of the light if it is installed in the wrong place, or in the wrong way. Study the distribution curve of any standard trough and learn why.

* * * *

The type of motor used has as much to do with the satisfaction of electric drive as anything else. You cannot study the customer's requirements too closely if continuous satisfaction is your object.

THE LITTLE FELLOW

BY F. E. FOSTER, MGR.,
PETERSEN HEAT LIGHT AND WATER CO., IOWA FALLS, IOWA.

TOO much of the electrical literature of the day, both technical and commercial, is written over the heads of the little fellow; by that I mean the owner or manager of an electric light plant in one of the smaller cities or towns. I am not afraid of contradiction in stating that the average manager of a small plant, especially in the west, is groping in the dark electrically, and I feel that the helping hand should be extended his way.

The majority of the small plants in the west were built years ago, and the rapid advance in central station practice has put most of them into the "has been" class, simply because the average small plant has not the income or incentive to keep up with the procession. Plants that were considered up-to-date ten years ago, are now back numbers, because most of them have been forced to do their work ever since with the equipment they started with.

I speak only of the west, for I know nothing of the conditions in other sections of the country. But here the average steam plant does not pay—at least, in cash dividends. Practically all that these plants earn goes



into repairs as soon as, or before, it is earned when the plants reach the full depreciation period.

And so it is that the average manager of the smaller light plants is content to let well enough alone and to just grind out the juice the best way he can, giving his customers some lights at any cost. This may be all right for the present, but the time is coming when the manager who slides along must change his tactics or some other fellow will change places with him.

The manager of the small plant must try to get into the game in a large-minded way, if not in a large way. It is a swift one, to be sure and the jack pot is a big one; yet anyone is able to get a "look in" if he tries.

Let the little fellow imitate his more favored co-worker in the larger plants. I appreciate fully, from experience, the terrible handicap that is placed on the manager who has little to do with, but I know, also, from experience, that great results will come from a persistent endeavor.

In order to get into the "city class," he MUST have day current. That is often a stumbling block, but a plant will never succeed until it gives

twenty-four hour service, for the time is coming, if it is not already here, when just as much juice, if not more, will be used from 6 a. m. to 6 p. m. as during the opposite period of the day. The old argument "We won't start day current until we have the load," is sure to bob up. But the reverse is more than true, that no one will use current in the daytime until you have it for sale. Just as soon as you close the day circuit, you will find customers. It is the old story; a merchant sells the goods he has on hand, but very little can he sell from sample for future delivery.

With the equipment of day current, the small manager is on the road to a larger conception of the possibilities of the central station business. He will read of the new ideas advanced and being used in the larger plants. That is just what he wants to try. He may do so on a small scale, but let nothing daunt his attempts to offer his customers just as good facilities as the larger plants are offering theirs.

How can he do it? Present day conditions make that comparatively easy. Irons and fans are the first step. With a few of these installed the first year, he will find the second season easier, and the demand for these comforts and conveniences will come from quarters where he little dreamed of securing business.

Having started the ball rolling with irons and fans, take up the small motor. This offers a splendid field. There will not be a coffee mill in town that will not be turning with juice within a few months. Keep a lookout for larger motors and the business then begins to look good. Experience

proves that electric motors once used at an equitable rate, will never be discarded for the more expensive and annoying powers.

These are the first steps, but many more soon offer themselves and come naturally in building up a day load.

We have entered on the fan and iron service with flattering success and good prospects for the future. We believe that with a canvass of the city a fine increase can be made this season for the use of juice in the home, the shop and the store. Further, we are planning a window demonstration with a view to introducing electric heating to the notice of the public, and are confident of results.

A start having been made, many new avenues are opened up. We are now arranging to emulate the example of a small Iowa city in taking up the cooking service. In this place, twelve cooking outfits have been installed and have been giving excellent satisfaction. A rate of 4-½ cents is made for this service and while it is making money for the plant, the customer is finding the new fuel inexpensive. One customer who has been using juice for culinary purposes for six months finds that the above rate, the cooking bills for his home, which is of average size have run from \$4.36 to \$2.30. Such figures show how easy it is to give the gas company competition.

All that remains for the little fellow or the big one is to "show the people." They are all from Missouri but when the practicability of the use of electricity for light, heat or power has been demonstrated, they are with you.

WHAT A SINGLE LAMP IS WORTH

Some Figures on Average Consumption per 16 cp. Connected, Showing The Relative Values of Different Classes of Customers.

THE desirability of accurate records to show the comparative values of different classes of lighting business, has long been acknowledged, but whether on account of the immense amount of detail labor necessary to gather such statistics or because their absolute value has been apparent, very little has been offered along these lines for the enlightenment of central station managers. A sort of "rule of thumb" has been the only general guide—a vague guess that a lamp is worth about two dollars per year gross to the company.

connected unit is larger than in the case of residences. Who would say, off hand, that a stable shows over 12 per cent. better consumption per connected unit than a store keeping open every night until nine o'clock; or that the average revenue per lamp connected from three stores keeping open respectively until seven, eight and nine o'clock, is practically the same? Yet the figures on this page prove this is so.

Of course it must be understood that the tables given here will not apply with exactness everywhere, but

No.	Class	No. 16 c. p. equiv.	kw. per year
1433	Residences	40459	10.6
347	Factories	22036	15.5
140	Livery Stables	1815	29.5
143	Nine o'clock Stores	4313	26.5
452	Eight o'clock Stores	13247	27.
401	Seven o'clock Stores	17623	26.5

Exact figures, however, reveal some startling truths. It must be understood that the figures here given refer only to the consumption per 16 cp. *connected*. How many managers, for example, realize that factory lighting brings in a higher revenue per 16 cp. equivalent connected than does residence lighting? The former may be winter business but at the end of the year the actual consumption per

they are taken from a large number of sources and under sufficiently diverse conditions, to make them good average figures for general use. They are carefully tabulated records of almost a quarter of a million 16 cp. equivalents, in service with some five thousand customers. They include data from small suburban towns and cities of several hundred thousand population, and while they will not

TABLES OF AVERAGE CONSUMPTION

No.	Class	No. 16 c. p. equiv.	kw. per year
25	Schools	2863	5.7
127	Churches	11412	7.6
1433	Residences	40459	10.6
63	Dentists and Physicians	1066	15.
347	Factories, etc.	22036	15.5
99	Clubs and Lodge Rooms	6930	24.75
1034	Stores (open evenings)	36247	26.65
140	Stables	1815	29.5
292	Offices and Office Buildings	7493	30.65
180	Drug and Cigar Stores	4375	42.5
625	Saloons, Restaurants and Concert Halls	17480	43.65
327	Stores (closed evenings)	23584	45.5

apply in every locality, they will serve as a guide for the compilation of similar tables where local conditions make the special data desirable.

In addition to these figures, a number of statistics were made covering certain special classes of customers, which, if they should appear at all in the smaller or medium-sized towns or cities, would be subject to special attention by the local lighting company. This list embraces insurance companies, banks, theatres, hotels, railroad terminals, and steamship docks. It is well to note the averages given for purpose of making comparisons between one's own special customers and those reported in this list. While nothing practical

average consumption per 16 cp. equivalent of over 215,000 lamps on the meters of almost 5,000 customers is 27.25 kwh. per annum, while 30 per cent. have a consumption of almost 44 kwh. The remaining 33 per cent. may be said to strike the grand average.

Further analysis seems to indicate on the surface that the 40,459 lamps in 1,433 residences averaged to burn only 32 minutes per day, the gross annual revenue per lamp connected being, at twelve cents per kwh., only \$1.27 per year. On this basis of consumption it would require the company serving these residences to charge at the rate of seventeen cents per kwh. (net) in order to make the

No.	Class	No. 16 c. p. equiv.	kw. per year
10	Theatres	10580	32.1
25	Railway Stations	989	119.2
5	Steamship Docks	2719	47.63
5	Hotels	1100	65.
45	Banks and Insurance Cos.	3325	34.

can be gained from such relative estimate, one can at least judge whether a specific city is above or below a fair average.

The figures from which these tables have been made up, show that the

\$1.80 per 16 cp. connected, which is the basic charge on the Doherty rate.

This, however, is mere guesswork. The general practice among the companies from which these figures emanated is to allow about two and one-

half to three times as much connected load for residences as they expect in actual load. The estimated figures on actual consumption per lamp *in service* is therefore between 26.5 and 31.8 kwh. per year, representing an income, at 12 cents per kwh., of from \$3.18 to \$3.81 per lamp *in service*. The obvious conclusion is that while these lamps are a paying load, on the average, it would be desirable to so revise the schedule as to penalize unnecessary load instead of encouraging it.

Many other deductions of interest and value will be drawn by the shrewd manager who analyses the separate items carefully. It will be seen that the stores which are open evenings are less desirable than those which close at six o'clock from the standpoint of income per lamp connected; that factory lighting is not the

money-losing proposition many have thought. It is easy to see why this is so, once the matter is brought to issue. The stores which are open evenings are generally small and poor. They start with good sized installations, and after a bit begin to economize by burning fewer lamps. If the rate were devised or contract so drawn as to hold such customers up to the mark, the consumption per lamp would average higher according as the stores are open later.

While it is not asserted that they will hold good in many localities, or in any locality outside of those from which they were drawn, these statistics indicate the value of having accurate tables as a guide, not only to the manager but to the contract agent and solicitor in their daily solicitation of the various classes of business.



Many men are so terribly afraid of making a mistake, of taking a false step, that they never budge from where circumstances have landed them. What does it matter if you do make a mistake? You will at least have tried, you will have learned something by the experience. And you couldn't possibly make so great a mistake as not to attempt anything.

PRINTED INSPIRATION

The Value of Reading the Right Stuff

THE biggest factor in the development of one of the most perfect sales organizations in the world to-day was the inspiration of the printed word. The shrewdness, tact, tenacity and enthusiasm of the selling force of the National Cash Register Company of Dayton, Ohio, owes its origin almost entirely to "Ginger Talks," by W. F. Holman. These are now printed in *Salesmanship*, but first started when Mr. Holman was one of the heads of the sales department of N. C. R. Those talks instilled pluck and enthusiasm in the heart of every employe of the concern in the four quarters of the globe. They made millions for the company. Through the medium of a few pounds of type and a smear of printer's ink they carried the inspiration that sold the goods—that resulted in developing many an office boy from a frowsy-headed youngster to a star salesman.

Not every company can give its men such pointed, specific inspiration, directed towards the daily problems they have to face, yet no manager should overlook the opportunity to increase sales through placing in the hands of his men whatever books and magazines there are that bear on their particular business.

SELLING ELECTRICITY is directed at the specific problems with which the Central Station business-getter has to contend. It should head the reading

list of every Central Station solicitor, and there are other magazines which should be read also. The list should include *Salesmanship*, *System*, *Profitable Advertising* and *Judicious Advertising*.

Every page of each of these magazines is designed with one end in view—to help business-getters get business. Not every idea in each magazine is available; sometimes a whole issue will contain nothing which directly appeals to the individual reading it; yet in the course of several months each of these periodicals will give the earnest reader dozens of pointers which he can adopt and adapt to his own ends.

There is a tendency upon the part of certain sales managers to censor the material which their subordinates shall read. This is a mistake. If a man has ability, sooner or later he will demonstrate it. If he be among the inefficient, no amount of hot-house attention can save him from himself.

"To earn more, learn more." That is the slogan of the present day. Nothing which will tend to broaden a man's view; nothing which will teach him human nature, stimulate his initiative, bolster his courage, fire his enthusiasm, should be overlooked. The world to-day needs men whose ambition it is to make each day, each hour, each minute count on the credit side of their ledger, marked "Things done."

AN ELECTRIC HEATING APPLIANCE DEPARTMENT

How An Appliance Department Was Organized And Conducted In Newark, N. J.

By HARRY W. GRAY.

UNITED ELECTRIC CO., NEWARK, N. J.

AFTER having handled a few heating appliances such as irons, water heaters and chafing-dishes, for four or five years in an indifferent manner, leaving the sale of these devices to any employe who happened to be at hand when a customer made inquiry for them, the United Electric Company decided about a year ago to start a Heating Appliance Department.

I was placed in charge; a full line of goods purchased and a woman demonstrator employed.

The first step consisted in a thorough canvass of each and every residence customer by the demonstrator. As it was deemed necessary for her to show one or more articles, a neat hand-bag was purchased in which she carried a flat iron and a curling iron heater. These, we figured, could be most easily demonstrated in the home of the customer.

From the beginning, we offered the two devices on thirty days' free trial. Those who evinced more than passing interest in these articles were invited to our office to inspect and witness demonstration of other and larger appliances.

For advertising we used artistic and convincing pasters on the monthly bills, calling attention each month to the merits of some particular article and showing the uses to which it could be put. Articles describing and advocating the use of many devices were also published in our monthly bulletin.

Later we tried cooking demonstrations and these were valuable in educating women to the practical use of electric heating. The first demonstration was given in connection with a food fair held in a large auditorium near the centre of the city; the second in the window of our office which is also centrally located. Although there were very few articles sold directly at these exhibits, much interest was created which in many cases led to later sales.

The value of a permanent display was not overlooked. We keep on a large table in our office a considerable stock of appliances, and have placed a large show case in our window in which are displayed chafing dishes, water cups, frying pans, cereal cookers, etc.,—in fact, everything that weather or dust would affect.

In soliciting business for the Electric Heating Appliance Department, the tailors, doctors, dentists and laundries were given special attention.

How well we have succeeded can be plainly seen by a glance at the list of articles which have been placed on outlines during the first year that the department has been running.

The total wattage of the 603 pieces of apparatus is 252,975 and figuring on the basis of one hour's use per article per day, 300 days in the year, this represents to us approximately \$9,500.00 gross income. There are, of course, a number of appliances on our lines which have been sold through other channels, and which should increase this total materially.

Flat Irons, (All Sizes).....	426
Heating Pads.....	41
Curling Iron Heaters.....	18
Radiators	10
Grid Irons.....	1
Ovens	2
Sealing Wax Pots.....	2
Plate Warmers.....	5
Chafing Dishes	3

Stoves, (All Sizes).....	29
Cereal Cookers, (All Sizes)....	19
Water Heaters, (All Sizes)....	10
Sterilizers	19
Soldering Irons.....	2
Glue Pots.....	2
Water Urns.....	1
Dental Water Heaters.....	4
Coffee Pots.....	4
Percolators	2
Foot Warmers.....	1
Cigar Lighters.....	2
Total Appliances.....	603

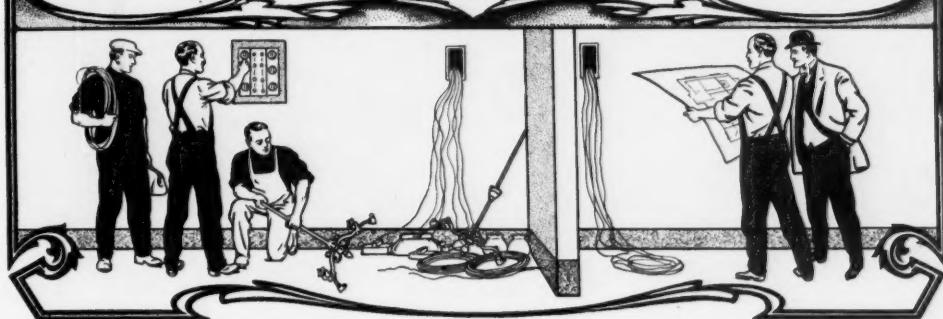
It must be understood that the people among whom we have worked are not in any way exceptionally disposed to favor electric heating. Newark's population is very largely foreign born and the percentage of well-to-do no greater here than in any other city of its size. Further, the rate charged for current is not low.

We feel well satisfied with the year's showing, but are still digging with the hope of practically doubling these sales during the coming year.



Heating Appliance Exhibit at a Food Fair.

The Electrical Contractor



HOW THE CONTRACTOR CAN HELP

By EARL E. WHITEHORNE.

ANY electrical contractor will readily concede that the good will and co-operation of the central station serving the field of his activities, means good hard dollars and cents in his pocket. Not all central station managers, however, will acknowledge that the hearty support of the contractors is just as important to them.

The light and power man, being tied pretty effectually to his desk and his power house, must fall back on his solicitors and other agents for spreading his gospel. But unfortunately there are those customers who, as a matter of principle, apparently, refuse to be converted, and meet the company's representative with a carefully nourished and well-schooled prejudice. They consider him to be working for his pay alone.

Because these people cannot buy their light as they buy their meat and groceries, and check the count or weight, they view the meter with suspicion. Moreover they can change their grocers and there is always a choice of butchers, but as a rule there

is only one source of supply for electric light. To such men the company's solicitor is the company. Consequently, when he calls, hostility must be beaten down and buried before any business can be done. Too often the poor, unoffending solicitor is held up to ridicule before an admiring circle of his prospective customer's friends simply because he represents a corporation with a monopoly. Therefore the direct representative of the company is always working under a certain amount of disadvantage in that his statements and his estimates of probable cost are so often not received with the confidence they deserve.

Now the contractor talks to these same men on an entirely different basis. Only the contractor himself knows how many times he is called on by his customers for an opinion as to whether their treatment at the hands of the lighting company is just or unjust.

The contractor drops in, for instance on Smith, a good customer, finds him cursing the company

because he just received a bill which seems high. He starts in to tell how he knows he is being "done," swearing that his meter lies, and that every man in the company is a swindler. The contractor can take out his little hammer and join the "anvil chorus," or he can take issue with Smith and make a few explanations, point out a few holes in the evidence and do what is possible to clear the atmosphere.

Or again, Jones is going to move and calls in his contractor. We will say he has a 1 h. p., 500 volt motor, which has been served from a pole line. He moves to a street where the power lines are in a subway and then finds that the company will not cut in for anything under 2 h. p. unless the consumer pays for the connection. When Jones hears of this rule, and that there is no appeal he just starts right in and has his spasm. The old game of shoot first and ask questions afterwards.

"Did you ever hear anything like that for deliberate high-way robbery?" he shrieks, "I have been a customer of theirs and paid my bill promptly for—!!!!?!!!" Every central station man knows what it sounds like.

The contractor can say, "Well what can you do about it? You have to have the power so you better swallow it." Or he can sit down and explain how much more it costs to make that cut in from underground than it did before from overhead. He can show him how many months it would take to simply cover that expense from his small power bill. He can get down to details and show that disgruntled

customer a number of things about the lighting company's problem that had never occurred to him before.

Then the monthly minimum charge: the contractor goes over it again and again with the small fry and it sounds better to them than it did when the lighting company's solicitor explained the same proposition but a few hours before.

Again, take the matter of isolated plants. The consumer decides to install a plant after experimenting with the company's service and goes ahead to work out the details without notifying the company. He usually commences by calling in his contractor for advice and prices. Here is a chance for the contractor to make a sale. Here also is an opportunity to stand by the company and secure them an opportunity to straighten out the difficulty, for the customer is usually willing to be conciliated.

The contractor puts the case up to the company and they either refuse to go further in the matter and tell him to go ahead and sell the plant if he can or they make the desired concession. If the adjustment is made the contractor loses his sale of the plant,—which is a considerable item—but he strengthens his hold on his customer and demonstrates to the company that he is working to protect their interests, and he should lose nothing in the end.

The contractor is closer to the public pulse than is the company's office. The company loses nothing by giving him all the support possible.

Let the central station and the contractor work together for their prosperity depends alike on the number of kw. on circuit.





The Display Room



SHOW CARDS FOR THE DISPLAY ROOM

THE use of show cards in connection with displays of lighting companies is an important matter which has been much neglected. When one considers that the art of card writing is of such standing in the field of retail merchandizing that the exemplifiers of the art are gathered into an association; that magazines for merchants devote departments to it, and that correspondence schools advertise courses in it, some idea of the importance attached by the retailer to this essential feature of his displays will be gained. Few will deny that it is equally essential to the central station display room.

It must be borne in mind by the contract agent that his display room is both a store and an electric kindergarten. The public comes not alone to buy, but to learn. Indeed, the progress of education must proceed the purchase, for to the vast majority of the public—even of the moderately well-informed public—everything pertaining to electricity is shrouded in mystery. Therefore the cards should be elementary in their statements, and,

in the very nature of the case, terse, plain and specific.

The average visitor to a display room is averse to appearing wholly ignorant. He or she may observe a device from which protrudes a length of cord ending in a plug. It may be a vibrator: perhaps it is a disconnected sewing machine motor. The visitor doesn't know and in nine cases out of ten is ashamed to ask. But put a neat, well-lettered show card on it:—"Sewing Machine Motor—May be attached to any machine—Costs but a fraction of a cent per hour to operate—Saves back-ache."

The visitor has a clew. "So that is a sewing-machine motor?" she asks, "How does it work?—and is it safe?—you know I'm dreadfully afraid of a shock, and baby will meddle!"

Could any salesman ask a better opportunity than that to make a sale?

Or perhaps the caller is a man. He comes in hurriedly to pay his bill. While the teller goes through the necessary routine, the customer's eyes wander about and catch this sign:—"The Offanon Flasher—Adds to the

attraction of your electric sign—Reduces the cost of current." He's interested in a minute.

"That all there is to it? Why I thought you had to run 'em by motor. Only has capacity for a dozen lamps? Well, that's all there are on each side of my panel-sign. I can use two."

Electric Tea Kettles The Correct Thing for Afternoon Teas



Show Card Supplied by American Electrical Heater Co.

And if the attendant knows his job, that man leaves an order.

Electrical appliances are new to most people. And most people are mighty shy about asking foolish questions. Of course there are exceptions—too many of them—but the people you really want to interest are slow to butt in—and the others would be satisfied with the information gained from the show card. So show cards pay either way.

As to how and where to get them, the local sign shop is ready with a good grade of card as a rule. The contract agent will have to supply the brain-work, however, and frequently the taste and a goodly number of "don'ts" for the guidance of the card-writer.

An ornate card is to be avoided. A simple, clear-cut, easily-read card, without other ornament than a plain rule border or an initial letter in color,

will serve best. It may be designed merely to explain a device which will be unfamiliar to the majority of the visitors, or, in case of an article which is self-explanatory, it may contain a sale-clinching argument to buy.

Brevity is essential. Visitors are not in the display room to study the cards; the cards are there to catch the eye and drive home a truth about the goods on exhibition. However long or short the inscription, the words must be well-chosen and meaty with meaning. Cleverness and 'catchiness' are desirable here, when they would be tabooed in a longer advertisement. But catchiness and cleverness must not be mixed with puns and attempted humor. Selling is serious business, and the public is always just a bit afraid that the joker with something to sell will have the joke on them, if he sells it. Spice is given to the cards by occasional employment of alliteration, by judicious use of unobjectionable slang (if such exists) and by seasonableness.

SEWING MACHINE
MOTOR
 MAY BE ATTACHED TO ANY MACHINE.
 COSTS BUT 1 CENT
 PER HOUR TO RUN.
SAVES BACKACHE.

A Good Style of Card.

The liberal employment of show cards is to be commended. Not alone does it add value to the display, but it encourages the contract agent to change his displays, to keep his windows dressed in timely, attractive manner, and to change his exhibit so

as to bring out new appliances. Such changes should go hand in hand with the work of advertising man and solicitor. The days arc lamps are advertised in the newspapers, an arc lamp should be in the window, well placarded. When solicitors are instructed to hustle after orders for flat-

irons, flat-irons and descriptive cards telling their advantages should dominate the display. It is by the adoption of retail merchandizing methods that the display room can be made of permanent value, and of all essentials of retailing, the show card stands easily first.



THE MONTH IN THE FIELD

News Items of Interest to Central Station Business-Getters

MONEY IN AUTO CHARGING.

Through the efforts of the Rockford, Ill., Edison Company there are now in Rockford 82 electric automobiles. The company maintains a charging department in the rear of its down-town offices and employs a storage battery expert. The popularity of the electric auto in Rockford is due almost entirely to the co-operation of the local electric light company.

L. W. CADY JOINS THE BARR COMPANY.

The W. J. Barr Electric & Manufacturing Company of Cleveland, Ohio, has secured the services of Mr. Lawrence W. Cady who will be its chief electrical engineer. Mr. Cady was designing engineer for the Simplex Electric Heating Company but resigned to accept the position with the Cleveland concern.

AN EFFECTIVE SIGN.

As the illustration will show, a very striking sign which is to be seen in Albany is that of the Beverwyck Brewing Company. The sign has attracted much attention throughout the country as well as locally. It advertises Beverwyck Lager on the 185-foot chimney of the Beverwyck Brewery. There are in reality four signs, one up and down each side of the chimney, and facing north, south, east and west.

Each sign carries 231 16-candle-power lamps, or 924 in all. The letters are fastened to a frame of nipples, this framework being attached to iron imbedded in the chimney. The letters used are the largest of any sign in that section. The face of the letters are painted white. The top of the sign is 10 feet from the top of the chimney, while the bottom is 118 feet from the ground.



SILVER WEDDING ANNIVERSARY.

Mr. A. E. Snow, manager of the sales department of Plume and Atwood, Broadway, New York, celebrated his 25th wedding anniversary early in March. Mr. Snow has been associated with Plume and Atwood for more than 17 years. During that time he has made the acquaintance of a wide circle of men in the electric field.

ENGINEERS' CLUB EXHIBIT.

Nernst lamps were used to light the paintings in a recent exhibition given by the Engineers' Club at its old home on Fifth Avenue, New York City. The New York artists whose works were on exhibition were most enthusiastic as to the manner in which the lighting brought out the real colors, tones and "values" of the paintings.

Mr. F. W. Smith, secretary of the United Electric Light and Power Company, and Mr. C. A. Barton of the Nernst Lamp Company, both members of the club, assisted the art committee in making the installation. Sixteen two-glower lamps were used. The exhibition was given for the purpose of making a selection of pictures to purchase for the new quarters into which the Engineers' Club will shortly move.

MR. GEORGE N. TIDD.

The Scranton papers announce the appointment of Mr. George N. Tidd, to the position of manager of the Suburban Electric Light Company of that city, succeeding Mr. E. M. Stack. The Suburban Company, it is understood, has absorbed the Lackawanna Light Company, this merger being carried through by Henry L. Doherty.

TAX ON SIGNS.

The New York Legislature is considering a bill which proposes a tax of 12 cents a square foot on all signs over 32 ft. square. Signs composed wholly of electric lights, however, and certain other business signs are exempted.

MR. JOHN CRAIG HAMMOND.

The New York Central lines have a new press representative—Mr. John Craig Hammond, a newspaper man of wide experience who was for some time at the

head of the publicity department of the Denver Gas and Electric Company. Mr. Hammond has more recently been associated with the electrical interests of Mr. H. L. Doherty, with headquarters in New York. We already begin to see results of Mr. Hammond's cleverness in his new position.

HALLER SIGN PROGRESS.

The Haller Machine Co. Sign Works recently located in a large new factory at 319 South Clinton Street, Chicago, the plant being built and equipped to meet their special requirements. It will give abundant room to the enlarged construction, business office and designing forces of the company.

A mammoth roof sign 250 feet long and 40 feet high for the Oliver Chilled Plow Works, South Bend, Indiana, has just been turned out of the Haller factory. The sign contains the trade mark of the Oliver Company—a plow, which is 60 feet long. The letters in the sign are 10, 18 and 40 feet high. The sign is the second that the Haller Machine company has built for the Olivers.

A SQUARE DEAL DISCUSSION.

The relations of corporations to the public and the state was the subject under discussion at a joint meeting of the Committees on Municipal Ownership of the National Electric Light Association and the American Street and Interurban Railway Association which was held in New York March 22. A number of gas and telephone men also participated. Some of those who were present were:

H. L. Doherty, J. B. McCall, C. L. Edgar, Arthur Williams, W. H. Gardner, E. W. Burdett, C. D. Wyman, W. Caryl Ely, H. A. Robinson, B. F. Swenson and Walton Clark.

THE RATE AT ROCHESTER.

The State Commission of Gas and Electricity of New York has handed down a decision in respect to the rates to be charged by the Rochester Railway and Light Co. The maximum charge for electricity is made eight cents per kwh. after October first; on bills rendered before the sixth of any month but not paid on or before the fifteenth, an increase of one cent per kwh. being lawful.

ILLUMINATED BILL BOARDS.

Illuminated bill board advertising is being made quite a feature of the work of the Union Electric Light and Power Company of St. Louis. The Company has been issuing an interesting circular letter to get this business, in which the following claims are made for the lighted bill board:

"The illuminated board is as far in advance of the ordinary daylight board, in earning ability, as the daylight board is ahead of no board at all.

"The daylight board takes its chances with thousands of others, being effective only in proportion to its location, beauty of design, or both combined. But the illuminated board, when lit up at dusk, even if only mediocre in design, looms up more than the most exquisite results of the painter's brush on a daylight board.

"The illuminated board gets the public eye and interest when in their most receptive conditions. The busy merchant or manufacturer on the cars or the street in the daytime is too busy to pay attention to signs."

The company lights bill boards by means of rows of lamps in trough reflectors which

are placed along the top of the sign. The business is taken on a flat rate contract, providing for a certain number of burning hours. The lights are turned on and off by the company's patrolman. Several of the boards are used to advertise Economical Turn-Down lamps, under an arrangement whereby the manufacturer pays for the current while the maintenance of the boards, we understand, is taken care of by the company. We reproduce photo of one of those boards.

TIDAL POWER.

Senator Sewall, of Bath, has presented a bill to the Maine Legislature in which he asks the committee on appropriations to set aside the sum of \$5,000 to be paid the inventor of a successful mechanism for the utilization of Maine's tidal power. Maine has the longest coast line on the Atlantic seaboard, but in many instances the history of its coast towns is one of depleted population. Senator Sewall believes that if tidal power can be made cheap and practical it will relieve this situation, as many useful industries would soon be established.



**NEW ENGLAND GAS ENGINEERS NOT
SLEEPING.**

The central station manager who belittles gas competition has only to read the proceedings of the meeting of The New England Association of Gas Engineers to realize just how active these competitors are becoming. Mr. E. N. Wrightington's paper before this convention, written after a careful inspection of the commercial departments of several of the most progressive western gas companies, shows how the gas man may compete with electricity successfully. The fact that Mr. Wrightington's own solicitors have ousted Nernst Lamp installations in Boston is the best evidence obtainable that he puts his theory into practice. If aggressive commercialism will do this, what will it not do against less efficient electric lamps?

MUNICIPAL SIGN ADVERTISING.

Dayton, Ohio, is considering the adoption of a large \$1,000 electric sign to advertise the City. The proposed sign will read, "Greater Dayton, Population 110,000," and will be located near the center of the city where it can be seen from the railroad. The R. R. Sign Company of Dayton is responsible for the idea and will build the sign if the municipality decides to adopt electric advertising.

SIGN ON STEAMBOAT.

An electric sign 30 feet long and three feet high is being constructed by the Michigan City Iron Works for the steamboat Theodore Roosevelt. The sign, of course, will bear the magic name of our strenuous president, and will be located between the two smoke stacks.

N. E. L. A. MEETING.

The National Electric Light Association will hold its thirtieth annual convention in Washington, D. C., Tuesday, Wednesday, Thursday and Friday, June 4, 5, 6 and 7th, 1907. The headquarters will be at the New Willard Hotel. The entire tenth floor will be devoted to the exhibits of the associate members and the general meetings of the convention.

**NEW ENGLAND COMPANIES ADVOCATE
NEW BUSINESS.**

Extracts from 13 letters from presidents of electric lighting companies, emphasizing the importance of organized new business work, were read by Mr. S. Fred Smith, of Salem, Mass., at the fifth annual meeting of the Association of Electric Lighting Engineers of New England, which was held in Boston, March 20th. Some brief extracts from these letters, as summarized in the *Electrical World*, are worth noting. Each quotation is from a different electric light company president.

"Customer's interests must be promoted if the Central Station is to prosper in the long run. It is possible to overwork new customers with but temporary profit. High quality is needed in solicitors."

"No organized general scheme can be laid down for different cities as the conditions require separate treatment in each case."

"Electric light wiring department gets much new business. Our men are in close touch with the public and consumers in this way. An employe clearing up old accounts, explaining changes, etc., also helps new business. The uses of electricity are increasing so fast that there will soon have to be a division of solicitors' work into departments. A different kind of man is needed in figuring on power propositions than on lighting or general work."

ABANDONS SERVICE CHARGE

A service charge of \$1.00 a month wherever a meter is in use, has been discarded by the Hartford Electric Light Company and in future patrons will be required to pay only for the amount of electricity used.

MORE PROFITABLE CHARITY.

The Columbus Power Company, Columbus, Ga., has offered to furnish the new industrial school in that city with electrical energy for a period of five years free of charge. The gift covers 75 horse-power which would cost \$2,000 a year.

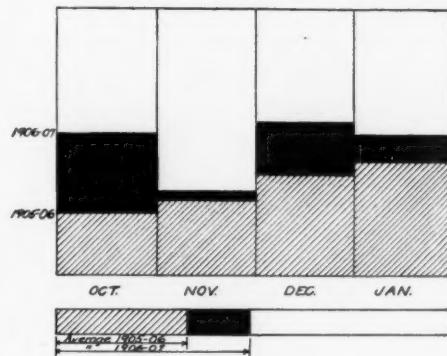
CLEVER WEATHER DIAGRAM.

"Don't blame the meter or the company when your electric light bills seem larger than they ought to be; blame the weather."

This point was made and demonstrated very conclusively by the Philadelphia Electric Company in a recent bulletin. An interesting diagram was used to show that there were a great many more dark days during the past winter than there were the year before, and, therefore, that those customers who were complaining because last winter's bills were larger than for the same months the year before had no just cause for complaint.

The article that accompanied the illustrated diagram was most interesting and original. It reminded the disgruntled customers that they hadn't taken the weather into consideration. It then announced that the company had been keeping a record of the weather and that the diagram, which was the result, showed that each day the past winter had averaged one hour and 40 minutes more of cloudy weather than during the same period the winter before.

"This excess of cloudy weather would be sufficient in itself to account for an increase in lighting, in the case of a store or an office building, of about 20 per cent. and

Weather Diagram—Drawn to Scale.

Upper diagram shows each month; small diagram shows average for entire period.

Unshaded area represents percentage of clear weather during past winter.

Shaded area, both solid and cross-section, represents percentage of cloudy weather during the same period.

— Shaded area (cross-section only) represents percentage of cloudy weather during winter of 1905-6.

Solid black area represents excess of cloudy weather during past winter over corresponding months during winter of 1905-6.

in reality it would be much greater, due to the fact that lamps once lighted are very apt to remain so until closing time."

MERGER IN MICHIGAN CITY.

The Geist syndicate has merged the light, heat and power industries of Michigan City, Ind., under the name of The Michigan Light and Gas Co.

MR. ROBB MOVES SOUTH.

Mr. J. M. Robb leaves the Peoria (Ill.) Gas and Electric Co., of which he has for some time been secretary, to accept position as general manager of the Chattanooga (Tenn.) Gas Co. Mr. Robb is known as a clever advertiser and business-getter in both the gas and electric fields.

BUSINESS-GETTING IN ILLINOIS GAS ASSOCIATION.

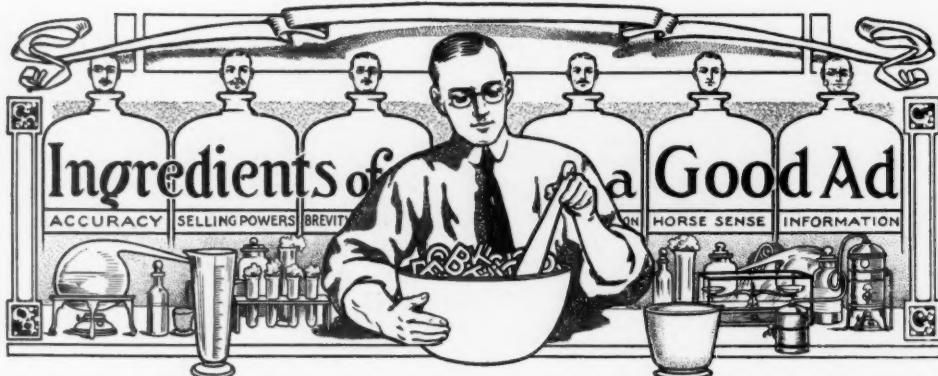
What is said to have been one of the most extensive displays of advertising material ever presented at a gas association meeting was gathered for the Illinois Gas Association convention at Peoria, March 20 and 21. The display included a large number of booklets, newspaper advertisements, etc. Mr. Arthur D. Mackie presented a paper on business-getting methods which aroused considerable enthusiasm. It is evident that the Illinois gas men are up and doing.

NARRAGANSETT BRANCH OFFICE.

The Narragansett Electric Lighting Company has opened a branch office and display room for the convenience of its residence customers. A cooking demonstration in the new office will be made shortly, this being the fourth inaugurated by Mr. E. R. Davenport, Sales Agent of the company.

ELECTRIC JINGLES.

Carmelita Beckwith is the author of an electrical primer, done in colors with comic illustrations, which is entitled "Electric Jingles," and is designed to be used by central stations for advertising purposes. It is a very clever booklet of nonsense verse.



THE VALUE OF APPEARANCES

By FRANCES NELSON.

THE artist whose art, like Sampson's strength, is in his long hair, has no place in the world of commercial designers.

"Art for art's sake" sounds well, but in ad building, art for sale's sake sounds better.

Aesthetic beauty is a fine thing in its way, but is its way the way that leads to increased dividends?

High art may be a civilizing influence—but does *high art sell current?*

If you only "think" it does have a few minutes conversation with yourself and think again. But if you know it does then use it—not forgetting the wise in 1492 who knew the word was flat! Still it's illuminating to consider how many wise men died still impressed with the fact that they were right!

The only difference in wise guys of then and those of now is that the former died in spite of their wisdom, the latter often fade away into nothingness because of it.

Now don't misunderstand!

Good COMMERCIAL art is the same kind of an accessory to good advertising that sugar coating is to pills—only the *former* doesn't melt off!

But "high art" (with a rising inflection) and commercial art (with a falling inflection) are as far apart as the antipodes.

And when the ad man has learned to differentiate the work of the long haired artist from that of our keen idea-creating, modern product, the commercial artist, he knows how to buy art work that will increase the attractiveness and business bringing power of his advertising.

Any striking picture, pretty, ugly, or ridiculous, might draw attention to the ad, but it is the carefully planned drawing with a specific purpose and meaning that increases the business bringing power of an advertisement.

It *assists* in the business of selling by embracing at once the law of attraction, and the law of suggestion.

It catches the eye and *forces* into the brain a concise idea of the comfort and ease or discomfort and unhappiness which the ad writer wishes to convey.

This suggestion may not, of itself, sell goods but it puts the mind into a receptive mood for reasons why.

But to accomplish this result, the illustration must show (1) some specific phase of the subject advertised, (2) a point of contact with the prospect, (3) a common point of interest with the copy.

This is best explained by example. This picture—



IN THE ATTIC

Every woman knows what a boon is good light in the attic or store room.

Even during the day those places are often dark. An electric light solves the problem. It is safe, always ready, and the current used may be infinitesimal by the installation of small candle power lamps in the out-of-the-way places.

is in itself an advertisement for our commodity—electricity.

The light is the integral part of the picture as it should be. But in it the

point of contact makes a stronger plea for the lamp than does the lamp itself and to play on the point of contact to the tune that brings dollars and cents into the coffers of the company is the duty of the ad man.

Again the point of contact should be something with which all are familiar. A mother and her baby with the suggestion of an electric milk warmer will make a stronger impression than the photograph of a milk warmer on the counter in your show room. The former is in itself an argument of appeal and the copy has only to reinforce the suggestion.

It becomes clear then that if the point of contact with the prospect is established wholly by the picture it is a simple thing to get the common point of interest with the copy.

To do this the story should make the thing itself (whether it be a lamp or a motor) subservient to that which the thing is accomplishing in this particular picture.

In other words, use your arguments of appeal and knowledge of the prospect to the best possible advantage in connection with your art work.

In choosing subjects for ad pictures it is a wise rule to remember that people prefer to imagine the comfort they could have than to be told how uncomfortable they are. Just as they unconsciously resent the latter so they are open to the insidious insinuations of the former.

Consequently advertising pictures that bring out the advantages of electric light cannot fail to be more productive of results than those which show the disadvantages of other lighting methods. Of course there are

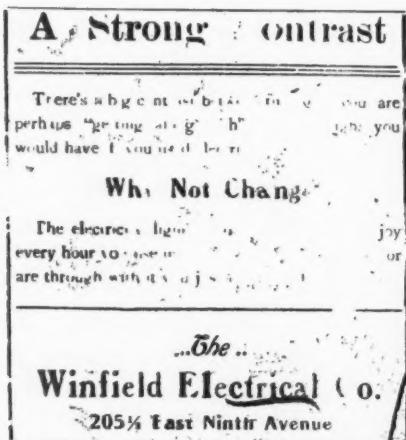
exceptions—but as always, they only prove the rule.

All art work for newspaper ads should be in strong blacks and whites, clear, clean-cut lines, and plenty of open space. This kind of an ad is bound to hold its own even in the closely filled columns of the daily press.

For example you can't lose the "Attic" ad shown here on any newspaper page. No matter how much space the other advertisements occupy this catches the eye for it has the kind of art work that makes the solicitor glad he's alive by paving the way for him wherever he goes.

But aside from the art work, note the general style. "Look on that picture. Now look on this—"

Here is an antithesis surely in appearance.



What kind of results did this bring I'd like to know?

If the company was having any municipal troubles what an opportunity for striking comparison this would offer to the editorial columns of the municipal advocates.

"The ad in yesterday's '———'"

is a fair example of the general slipshod methods, etc. etc."

What a chance!

Of course it is the printer's fault!

But if proofs are carefully watched and one keeps in close touch with the newspapers, do you think a thing like that comes out?

Not on your life!

The ad wasn't, by what one can judge, one of the horrible examples as far as general style and copy goes.

If an ad man doesn't use cuts or if he does, he should watch the way the printer "sets" his ads. He should see a proof and not stop with the seeing. He should correct it. Corrections should not mean simply corrections in spelling, but should include alterations in appearance. If rules have been used they should be well joined and properly arranged.

Loose ends do not apparently signify much in advertising. Yet the minor details have such an unconscious weight with us all.

A half baked ad may not prejudice a "prospect" against electricity. But does it prejudice him for it?

In the general art work, in the final complete appearance of an ad the whole trend should be an impression of superiority.

Chances are that if two men came to you for a job, other things being equal, you'd take the one with a whole coat, even if the other did have an alibi and could tell where he met the dog.

So it behooves the ad man going after sales to go with a straight-forward clean cut ad that can win on its merits and doesn't need an apology for its appearance.

IDEAS FROM EVERYWHERE

The Best Thoughts on Business-Getting Abstracted from the Electrical Press
and Business Magazines.

The following exchanges are being carefully watched for business-getting ideas worthy of reproduction.

Central Station
Electrocraft
Electrical Age
Electrical Review
Electric Traction Weekly
Electrical World
Western Electrician

Brains
Business Man's Magazine
Inland Printer
Judicious Advertising
Profitable Advertising
Salesmanship
System

Gas Light Journal
Journal of Electricity
Light
Progressive Age
Public Service
Street Railway Journal
Signs of the Times

THE ELECTRICAL AGE.

The *Electrical Age* for March contains a very interesting and instructive article on rate making, entitled, "How Leading Central Station Men View The Rate Problem," by J. S. Codman.

The article is based upon the expressions of central station men who have given the subject study and whose opinions are deemed worthy of consideration. These expressions have been selected to answer, so far as possible the following series of questions, which would seem to cover even more than the fundamental points involved:

"What is the general opinion in regard to a simple flat rate, that is to say, a charge for capacity only, based on the connected load of the customer?"

"What is the general opinion in regard to a meter rate, that is, a charge for consumption only, based on the reading of a watt-hour or ampere-hour meter?"

"What is the general opinion in regard to a meter rate only, allowing discounts for quantity of consumption?"

"What is the general opinion in regard to 'load-factor' systems, that is, systems which combine a capacity charge and a consumption charge?"

"Assuming that a 'load-factor' system is desirable, what form of it is best to adopt?"

"Is it advisable to modify the 'load-factor' systems by the introduction of the so-called customer's or service charge?"

"With a 'load-factor' system what should be the basis of the capacity charge, that is, what should be taken to constitute the capacity of the customer?"

Preliminary to answering these questions with quotations from the acknowledged authorities on rate-making, Mr. Codman makes a simple statement of the various systems of charging generally in vogue.

The article serves to give the student of the rate problem a clearer understanding of the best practice so far arrived at and points out the direction in which further discussion should proceed.

* * * *

Mr. Homer Honeywell's paper on "Outline Lighting," presented before the Northwestern Electrical Association Convention in January is given a prominent place in this issue of the *Age*. The paper has already appeared in *SELLING ELECTRICITY* for February, as well as in practically all the electrical trade papers.

ELECTRICAL REVIEW.

The leading article in the new business department of the *Electrical Review* for

March 2 is devoted to the importance of the central station man giving his customers a square deal. The point made is that the satisfied customer of to-day will be the dissatisfied customer of tomorrow, if he is being imposed upon in any way.

* * * *

"The Hard-Hitting Follow-Up Letter" is the feature of a strong business-getting article in the March 9 *Review*. Five specimen follow-up letters to be sent out by central stations to get electric sign business are included. The letters are forceful and put forth good straight-from-the-shoulder argument.

There is one fundamental fault with any general "ready-made" campaign. A series of letters of this kind cannot be prepared that will do to solicit business in one town as well as another. The circular letter is all right—indeed is the strongest possible advertising, as the writer of this article points out—but it must be prepared to exactly fit local conditions by a man who has full knowledge of those conditions.

* * * *

The co-operation of department and furniture stores in giving public demonstrations of small power motors, curling tongs, electric fans and other electric household appliances is a suggestion worthy of some consideration by the central station commercial agent. Although not new the idea is the only valuable point to be found in a five-column article in the business-getting department of the *Review* of March 16.

* * * *

It is not probable that the average central station man will be pleased with the article entitled "Tactful Trifles" in the *Electrical Review* of March 23. The points insisted upon are courtesy in talking with customers over the telephone, cleanliness in the central station office and more thoughtful regard for the public in matters of caring for signs, stringing wires and erecting poles. Such things are not trifles, in the first place; in the second, they would seem to indicate that the average central station office is on the same level with a pawn shop or a secondhand store and its employees lacking in the first rudiments of

gentility. This condition of affairs is not true and the inference of the article is something that most central station men will be quick to resent.

* * * *

Two interesting pictures of letters sent out by the Buffalo General Electric Company are included in the leading article in the new business department of the *Electrical Review* of April 6. The illustrations show that the Buffalo Company has adopted the now common practice of using different letter-heads to solicit different kinds of business. For instance, all correspondence with prospective power customers is written on a letter-head upon which is a picture illustrating the power idea for mills, shops and factories. Similarly, all correspondence relating to window and store lighting is written on a handsome letter-head showing the application of electric light to a store and a store window.

The article itself is a general review of the fact that conditions have changed in the electrical field and the central station man is now out after more customers, instead of waiting for them to walk into his office. The general tenor of the six columns of matter published seems to be that of the opening sentence—

"The long-shut floodgates are open, and the great public is being given an opportunity to come and partake of the benefits which electricity offers."

ELECTRICAL WORLD.

More uniform and artistic lighting of the business streets in cities was the subject of an editorial in the *Electrical World* of March 2. The special point brought out by the writer was the effect such lighting has on store windows. While the importance of well lighted windows by individual merchants was commended, it was argued that window lighting alone would not serve to make a business street attractive; the city itself should co-operate with an artistic street lighting system.

In this same number the effect that advertising and soliciting by the central station has on people who already use electricity was also discussed editorially. It was pointed out that the advertising not

only helped to induce these old customers to use new electric appliances, but it also kept up the interest and pride of these people in electricity, and kept them from becoming dissatisfied.

* * * *

The leading article in the business-getting department of the *Electrical World* for March 2 is entitled, "Does Advertising Pay a Central Station," by Miss Carmelita Beckwith. The article is an account of the methods employed in handling the advertising of The United Electric Light and Power Company of New York for which company Miss Beckwith acts as advertising adviser. The plans include the publication of a small monthly bulletin which is sent out with the company's bills, considerable bill-board advertising, a circular letter campaign to secure power business and the distribution of so-called "free" electric signs.

In commenting on the results, Secretary Frank W. Smith of the United Electric Light and Power Company is quoted as saying that it is difficult to put one's finger on exact results obtained, but that he believes the advertising done has no doubt contributed to the increased use of electricity.

* * * *

Mr. C. D. Wood contributes an interesting article in this same number on "The Call for Current in Electric Heating." He divides the field for the commercial use of electric heat under the following six headings: Printing and Bookbinding; Commercial Use of Irons; Miscellaneous Manufacturing; Laboratory and Scientific Uses; Hotel and Restaurant Service; and General Heating.

The use of electric heating in the government printing office at Washington in making matrices, and its similar adoption in large bookbinding and printing establishments in New York and various other cities to heat glue pots is briefly described. Under the commercial use of irons the writer points out that electricity is now widely employed to heat forming irons in hat factories, treeing irons in shoe factories and soldering irons.

Perhaps the most interesting adaption of electric heating described, and which seems

slowest to develop, is its use in hotels and large cafes, although many chefs, says the writer, declare that in no way can such perfect culinary results be obtained as with electricity. In the more up-to-date kitchens a combination of oven, salamander and vertical broiler is gradually being introduced. At the Waldorf, Belmont and Manhattan there are also complete electric laundries.

* * * *

"Is the Bulletin a Result-Bringer?" is the title of the leading article in the new business department of the *Electrical World* of April 6, by Miss Carmelita Beckwith. Miss Beckwith gives some of the experiences of the Edison Illuminating Company of Brooklyn in this line. This company formerly published a bulletin in which every phase of the sale of electricity and its uses was covered, but is now conducting a campaign of specialization. The same illustrated stories of the uses of electricity in Brooklyn are written and published, but instead of binding them all together in one bulletin, they are kept separate, and are sent out only to the particular line of trade that would be interested in the write-up. For instance, an illustrated sign article is published by itself and sent out to merchants whom it is desired to interest in a sign proposition; a story of the adaption of electricity to a delivery service by means of electric automobiles is sent out to large stores and express companies; a story of electric flat irons is sent out only to residences.

Miss Beckwith quotes the Brooklyn Edison Company as strongly favoring this specialized kind of publicity for central station use, although she, herself is conducting a bulletin for the United Electric Company of New York.

* * * *

Another business-getting article in this number recites the experience of Mr. E. L. Callahan of the General Electric Company's Chicago office, who has used electricity exclusively for cooking in his home since June 23, 1906. Mr. Callahan's family has averaged from 2.51 to 3.69 persons. During the first eight months his total bill was \$26.65 for current, his rate being five cents per kwh.

In this same number there is a partial reprint of an article taken from the *General Electric Review* by Mr. Callahan, describing the work being done by a number of central stations to push electric heating appliances. The article is also illustrated with General Electric cuts.

* * * *

We call attention of power solicitors to a valuable article contributed to this number by Mr. Frederick M. Sturgess on a quick and comparatively accurate method of determining horse-power in direct-current circuits. A chart is given and the method very clearly outlined.

* * * *

The results that are being achieved by central stations which have adopted an aggressive business policy is the subject of some favorable and interesting comment editorially in this number of the *World*.

"A large percentage of the business of the best paying central station properties is that which is secured by an aggressive new business campaign rather than the business which comes in naturally. Many of the central stations which have been letting their business grow naturally are earning only \$2. or \$2.50 per capita, whereas those which have gone out to capture all the paying business in sight have pushed this figure up to \$6. \$7. or \$8. per capita."

There are two prime causes which this writer sets forth that make the success of a new business campaign in almost any community reasonably certain of success. The first is the natural increase in population, and the second is the general increase in wealth per capita. Even in towns and cities where there has been no pronounced growth in population, there has been a gradual increase in prosperity among all classes of people that at once establishes a favorable field of work for the central station solicitor.

* * * *

A two-column article on "Electrical Illumination of Show-Windows," is also contributed to this number by W. H. Stuart, an employe of the Public Service Corporation of New Jersey.

Some valuable ideas and suggestions are to be found in a digest of a paper which was prepared by Mr. R. Borlase Matthews for the Co-operative Electrical Development Association competition at the last National Electric Light Association convention. While the paper did not win a prize, it contains many practical hints. The three following paragraphs are quoted in full:

"The general policy that should be adopted in soliciting is to see that the customer gets what will be most economical and serviceable, as it pays best in the end, though the load is not as great as might be, for it means the obtaining of a satisfied customer, which is a valuable asset since it implies a long continuance of business.

"A reduction of rates will not increase business as much as systematic canvassing does, provided that the existing rates are not excessive. The reason that many people do not wire their houses, is chiefly on account of the fear that they have that the cost of so doing will be out of proportion to the advantages derived, hence the importance of dispelling any illusions that they may have on this point as soon as possible. The majority do not ask even what the rate is, though they often want an estimate of the probable monthly bill. They do not understand the rate as a rule, and knowing that the prices are the same to everyone, are satisfied that if their neighbors use it, the charge must be all right, so to them it is all a question of installation cost.

"Among schemes worthy of consideration in getting electricity into a house is to make arrangements to install an electric flat-iron, a sewing machine motor, or a fan. In connection with the reduction of cost of wiring to as low a point as is possible, the following plan will doubtless prove of interest. A board is prepared, about 4 feet long by 10 inches wide, on which is mounted a standard cutout and fuse box, a meter, a socket for a portable lamp, and a thumb switch and a socket for the flat iron or motor leads. Such a board can be constructed very cheaply, and can quickly and easily be installed in a vertical position at the side of a window, the latter

usually forming a convenient place of entrance for the service wire. The cost is less than that of wiring in the usual way, and if it is desired to remove the installation at any time it has not depreciated in value.

"In one city alone about 200 sewing machine motors have been installed in this way. The users largely consist of people working for neighboring factories, who prefer to purchase a motor and work at home rather than in the factory."

ELECTROCRAFT.

"Just one word in regard to the practice of selling electrical appliances at cost or less than cost. Don't!" This is the statement of Mr. C. L. Sims in the March number of *Electrocraft*. "Why not give the electrical contractor a chance?" he asks. "You will find him to be an active solicitor and his influence will sell many heating and cooking appliances, but if you cut off his profit by underselling him his interest in the subject will naturally be lacking. Co-operate with the contractors in your town and offer them every encouragement for making appliance sales, and you will find that you will not lose anything by so doing. Add a fair profit to the appliances you sell, after the cost of transportation, testing, etc., have been added. Remember that the contractor is working for the one profit, while the central station will be receiving a profit every month, twelve months in the year, or as long as the article is serviceable."

WESTERN ELECTRICIAN.

The *Western Electrician* of March 2 in its department devoted to methods of getting new business prints the complete schedule of commercial rates in use by the Edison Electric Illuminating Company of Boston, revised to December 1, 1906. An abstract would be valueless but the full schedule is of inestimable importance to the student of light and power rates.

THE CENTRAL STATION.

The paper by R. Borlase Matthews, submitted for the Co-operative Electrical Development Association prize, and previously reviewed by us from a resume in the *Electrical World*, is the only article in

the new business department of *The Central Station* for March.

THE SOUTHWESTERN ELECTRICIAN.

Under the caption, "Getting New Business," the *Southwestern Electrician* for February reprints almost in full and without credit the paper on "Organization and Conduct of a New Business Department," by J. M. Robb, which was awarded the third prize in the competition of The Co-Operative Electrical Development Association last June. Although the paper was not copyrighted, but was furnished gratis to all the electrical papers, by the majority of whom it was printed a number of months ago, it would have been an act of courtesy on the part of the Southwesterners to have given Mr. Robb credit for his valuable ideas.

* * * *

Under the title "A New Business Department," the *Southwestern Electrician* for March prints the paper submitted by Mr. John G. Learned, Contract Agent, North Shore Electric Co., Evanston, Ill., to the competition held by the Co-Operative Electrical Development Association last June. An abstract of this paper, revised under the direction of Mr. Learned, was printed in the January issue of *SELLING ELECTRICITY*.

SIGNS OF THE TIMES.

This interesting and valuable monthly journal, which ought to be on every central station man's desk, is devoted to billboard and electric advertising. Among a considerable number of special illustrated articles in the April issue, we note one by H. C. Menefee on "Signs in Cincinnati." The writer states that billboard and electric advertising in Cincinnati is done much more artistically than in other cities. He says that a successful sign campaign which the Union Gas and Electric Company of Cincinnati has been carrying on is responsible for the high character of its electric advertising.

The first step of the Union Gas and Electric Company to get sign business was to erect a large talking sign over the company's office. With this sign high in the air constantly talking the merits of elec-

tricity to the people of Cincinnati, and the office below emblazoned with lights that compelled attention from all immediate passers, the work was started with a rush. Merchants who saw the effectiveness of this new sort of advertising soon wanted to advertise their own business in the same manner. Talking signs were installed for them as well as a large number of ordinary electric signs. So the movement has progressed until to-day, as the writer expresses it, "every avenue in the Queen City is an open index to every business or enterprise situated along its length."

THE BUSINESS MAN'S MAGAZINE.

The introductory editorial of *The Business Man's Magazine* for March is one of those business sermons which every man should read. Under the caption, "Seven Long Years Thrown Away," the editor shows how a really competent man was thrown into the background after seven years of faithful slaving, by a youngster with a capacity for reading and study. While the older man daily waded through mountains of detail and worked himself into a state bordering nervous prostration, his assistant made a study of systems which eliminated drudgery and gradually absorbed so much of his superior's real work that he soon had the older man's job. The moral is trite enough, and of course, the only men who will read the sermon and apply the moral are those who don't need it. It is uncontested that the smug plodder—the man who knows it all, who cannot learn from a magazine or from his co-workers anything valuable—is the man who wakes up "after seven long

years" to find himself beaten by an upstart with ambition and a capacity for study.

An entertaining article appears in the same magazine, entitled "Mica Insulation." The author, Jarcine Wallace, describes the method of mining and working this peculiar mineral and gives a number of interesting facts which cannot fail to be of value to anyone in the electrical trades.

BRAINS.

From *Brains* of March 30th we reprint the following ad of the Hartford Electric Light Company of Hartford, Conn:

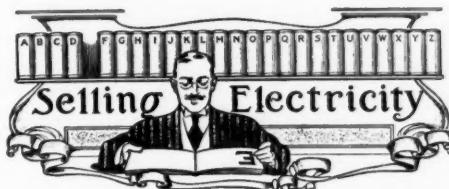
"Abraham Lincoln read by torch-light, studied law by the fireside in a log cabin, but that was half a century ago; times have changed, and today we have the electric light, available for all who desire it. At present rates everybody should be using electricity; all other methods of lighting must inevitably yield to the matchless light. It is only a question of time when every householder will use it, and every tenant demand that his house be wired."

In *Brains* of March 22 the following ad of the Milks Electric Company of Binghamton, N. Y., was reprinted:

"You need not the trouble, dirt and danger of matches when your home is electrically lighted. It is more convenient, less costly, and far safer than the gas and match idea. Gives a much more brilliant light too, and a far more dependable one. Your actual match saving may be trifling, but the saving of trouble and time more than compensates for any difference in cost. Besides, far more light and better service in every way."



There's a vast difference between patiently waiting and stupidly drifting. Great accomplishments require time.



An illustrated magazine of business-getting for Electric light central stations and electrical men generally, devoted to advertising, soliciting, selling plans, the display room, and whatever will tend to increase the interest in, and demand for, electric current for light, heat and power.

Published monthly by
THE C. W. LEE COMPANY,
54-56 Clinton St. Newark, N. J.
FRANK B. RAE, JR., *Editor.*
BRAD STEPHENS, *Advertising Manager.*

Subscription price, One Dollar per year.
Single Copies, Ten Cents.

NOTICE.

Advertisements, Changes in Advertisements, and Reading Matter intended for the next month's issue should reach this office not later than the fifteenth of this month.

Application made at the Newark Post Office for entry as Second Class Mail Matter.

Vol. 1. APRIL, 1907. No. 4.

"**H**OW long should a man's legs be?" was a question once asked of Abe Lincoln, to which the drollest man in America replied, "Long enough to reach from his body to the ground."

The questions asked by central station managers on this subject of advertising and business-getting remind one of the question put to Lincoln. They make one doubt the wisdom of those who have applied hot-house methods to the culture of the "new

business" idea—make one wonder whether a normal, unhurried growth of commercial activity among illuminating companies would not have resulted in greater ultimate good. As it is, every live manager has been harried into a vague belief that he should advertise, not by definite, logical presentation of facts and figures which fit his specific case, but by airy generalities which leave him wholly confused.

So we find the lighting managers of the country asking "What kind of advertising is best to adopt?" As well ask, "What kind of an argument is best to win a case in court?"

Or again, "What percentage of income should be spent in advertising and business-getting?" which may be compared to a question as to how much dynamite should be used in blasting an excavation.

Conditions govern. Mr. Delmas' plea at the Thaw murder trial in New York would have little force if delivered at the Reuff graft trial in Frisco. The tremendous explosions necessary in blasting through the mountains of a wilderness for railway construction would mean wreck and ruin if used in excavating for a cellar in a city.

Conditions govern and the questions are questions for the expert to answer after careful considerations of conditions. The defendant in court may advise with, but seldom instructs, counsel. The president of a railroad or owner of a city lot is not likely to stipulate the strength of a dynamite blast.

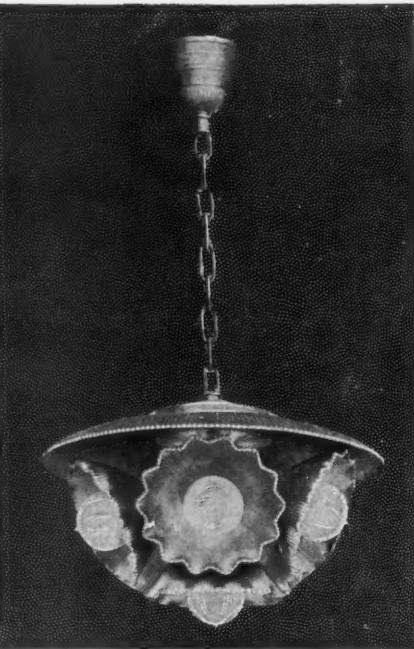
What the manager of a central station is interested in, when he considers

SELLING ELECTRICITY ADVERTISERS.

HOLOPHANE ARC

**Up-to-date Central Stations
are using this cluster.**

This concerns YOU.



MADE FOR
**GEM~
STANDARD and
TANTALUM LAMPS**

WRITE FOR PRICES, DISCOUNTS, ETC., TO

HOLOPHANE COMPANY
SALES DEPARTMENT
227-229 Fulton St. New York

this subject of advertising, is results—net results.

If he wants certain results, he must spend a certain sum to get them, this sum depending wholly upon local conditions. Lacking the necessary appropriation, he must be content with a lesser result, but always his interest should centre upon the results sought and the ratio between such results and their cost.

To the central station man's question, "What kind of advertising is best to adopt?" the answer is, "The kind that will give the results sought at the least expenditure of money and time."

To the question, "What percentage of income should be spent in advertising and business-getting?" the answer is "As little as will give the results sought."

* * * *

ONE of the sanest, most convincing, arraignments of the foolish and pernicious practice of "puffing" advertisers who support the trade and technical papers appears in the editorial pages of *Illuminating Engineer* for March.

The *Illuminating Engineer* declares rightly that the so-called "free write-ups"—those stereotyped eulogies of products which emanate from the advertising departments of the manufacturers and fill a considerable proportion of the reading pages of the technical papers—are not alone ineffective as advertising, but imply a lack of intelligence upon the part of the paper's readers which is, to put it mildly, not flattering.

The stand taken in this matter by our contemporary is one which we are glad to imitate—have imitated, in fact. The senseless "write-up" amounts to nothing better than a poor grade of

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

flattery. It serves no better purpose than to soft-soap manufacturers so that they will be more liberal in their use of advertising space. It is a species of boot-licking whereby the paper hopes to secure new advertisements or "jolly" old advertisers so they will continue their support

We are glad to be able to get along without the "write-up."

* * * *

WHAT'S the matter with the Dow Adjuster?

The Marshall Electric Company of Boston, maker of the Dow Adjuster, claims that its advertising in *SELLING ELECTRICITY* does not give results—they are not satisfied with the number of Dow Adjusters sold as result of these ads.

Now, we know that ads in *SELLING ELECTRICITY* bring business. We know that our readers read our ad-pages and order goods from our advertisers. We know that you, Reader, are doing your share, not as a matter of charity or good-fellowship, but because every ad in *SELLING ELECTRICITY* is an opportunity for you to get and hold business by means of the appliances advertised.

We know that a lamp advertisement in our January issue brought thirty-two replies and enough orders to pay for a year's continuance of the ad. We know that another lamp maker's announcement in the same issue brought, as the advertiser says, "more direct business than we ever traced to any other trade-paper ad."

So we ask, in good faith, "What is the matter with the Dow Adjuster?"

As a matter of cold, hard, unprejudiced fact, the Dow Adjuster is all right. It is a device you put on a drop cord to enable you to adjust the light easily and instantly. It works

"Incorporate the features found in the

Scientific Study

of Salesmanship."

That is a quotation from the March number of *SELLING ELECTRICITY*. It is taken from the leading article, "Speeding up a Soliciting Force," by Clare M. Stannard, Secretary of the Denver Gas & Electric Company.

Do you know what he had in mind when he referred to "scientific study of salesmanship?"

We know.

Mr. Stannard was citing methods for increasing the efficiency of a sales force, and among the most important he placed the "scientific study of salesmanship."

Mr. Stannard is high authority and he speaks from experience. He has made a "scientific study of salesmanship" and he has helped his men to do the same. That is a chief reason why he is the efficient leader of such a capable soliciting force.

There can be but one science of salesmanship—just as there is but one science of mathematics or chemistry.

Science is absolute knowledge organized.

We teach, by correspondence, the Science of Successful Salesmanship.

Our Course is the one Mr. Stannard and his men took.

We helped them. Here are others we have helped:

S. G. Petricolas, Manager, Westinghouse Electric Co., Omaha, Neb.

J. P. Casey, Manager, Commercial Electric Supply Co., St. Louis.

Thos. I. Stacey, Secretary, Electrical Appliance Co., Chicago.

Francis Raymond, Old Colony Bldg., Chicago. Electrical Supplies.

Geo. D. B. Van Tassel, Westinghouse Electric Co., Chicago.

Albert Walton, Westinghouse Electric Co., Dorchester, Mass.

ASK ANY OF THEM.

There are 21000 others.

We can help YOU. Send us your name and address so we can tell you how. If there is something in it for you, you want to know it; for two cents you can know.

**The Sheldon School
1794 Republic Bldg., Chicago**

**ELECTRICITY IS A COMMODITY
JUST THE SAME AS SUGAR**

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

**Let us send you this Iron at
our Special Price to
Central Station Men**



Can be furnished with PLUG SWITCH on the Iron.

The EUREKA smoothing iron will get and hold new business for you. In design, workmanship, finish and reliability it stands first—the kind of flat-iron you need not be afraid to put out among your customers.

Don't take our word for it, however, but let us send you an iron so that you can see for yourself.

QUICK SHIPMENTS.

**THE W. J. BARR
ELECTRIC MANUFACTURING
COMPANY**

*Manufacturers of Electric Irons, Curling
Iron Heaters, Coffee Percolators,
Heating Pads, Etc.*
CLEVELAND, OHIO

like a good, old-fashioned shade-roller—give it a twitch, and it rolls up; give it a pull, and it rolls down; no trouble, no twisted cords, no profanity. It makes satisfied customers for the lighting company and enables the solicitor to side-step kicks.

We would be interested to know why the Marshall Company's ad was ignored by our readers.

* * * *

Why Advertise?

Most advertisers are agreed that the object of advertising is to reach the buyer. But how many buyers are there in the central station field?

About as many as there are central stations.

Why prate, then, of large circulation when the number of men the advertiser wishes to reach is comparatively small? Why be blinded by large figures when it is really a small, distinct class that interests the man with goods to sell.

This subject of class journal advertising is much befogged by those most intimately connected with it. Mole hills have been exaggerated to the size of mountains by those who know that it is not the number of copies printed, but the number READ BY MEN WITH THE AUTHORITY TO BUY that determines the value of such advertising mediums.

SELLING ELECTRICITY does not reach every buyer, but it does reach every buyer of certain classes of goods, the advertisements of which we solicit. If you want to reach this class of buyers you can do so in this magazine without having to pay freight for from ten to twenty-five thousand subscribers who couldn't buy your goods under any circumstances.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

BUSINESS-GETTERS WANTED

A large number of enquiries have reached us from men who wish to secure positions as solicitors and commercial agents, but still not nearly as many as we have vacancies to fill. This reflects the prosperous condition in the electrical field —there are more than enough jobs to go around; it is not positions that are wanted but men.

We have placed some of the men who registered in the Exchange and are looking up the references and records of a number of applicants who will be placed as soon as we can recommend them to central stations. Although in no case have we solicited enquiries from commercial agents and central station managers, a number of such men have written us saying that they had observed our ad, and that they had vacancies for any reliable men we could place with them.

So general has been the response thus far that there is no question now but that the ELECTRIC SOLICITORS' EXCHANGE will be a permanent department of SELLING ELECTRICITY of equal value to the commercial agent, the central station solicitor, and the manager of the lighting or power company. It will furnish electric light companies with just the sort of trained, efficient business-getters they want, and open new ways of advancement to ambitious men who wish to get in touch with the right kind of opportunity.

In this work of filling vacancies in the central station field, we believe we are doing both the employer and the employee a genuine service. The work to both is important, in its nature absolutely confidential, and of necessity must be performed systematically. The Exchange is the result of our effort to systematize and make reliable a new field of usefulness.

In writing to advertisers, mention "Selling Electricity."

Electric Solicitors' Exchange

MEN WANTED—Both Commercial Agents and Solicitors—For Business-Getting Departments of Lighting and Power Companies in Various Sections of the Country. A number of first-class places open this Month for Competent men.

749—Power Solicitor Wanted in city near New York. Must be thoroughly experienced in motor work. State experience, references and salary.

750—Experienced Man Wanted to take charge of Electric Heating Appliance Department. Give full particulars and salary.

751—Wanted Experienced Solicitor to build up power business in an Eastern manufacturing city. Only trained men need apply.

752—Southern Syndicate operating several southern properties is in need of one first class power solicitor.

753—Man Wanted, all around experience, by Southern company.

754—Wanted, Competent heating appliance salesman to organize electric appliance department. Give experience and salary.

756—Three ambitious solicitors in large Eastern city. Salary \$18. a week to start, and advancement on the same percentage basis of new business brought in.

757—Man with salesmanship experience, who need not necessarily have been a central station solicitor before, wanted to start with lighting company in city in New York state.

INDICATE BY NUMBER THE POSITION
YOU ARE INTERESTED IN, AND ADDRESS
ALL LETTERS TO

ELECTRIC SOLICITORS' EXCHANGE

"SELLING ELECTRICITY"

54-56 CLINTON STREET

NEWARK, N. J.

SELLING ELECTRICITY ADVERTISERS.

GET YOUR MONEY'S WORTH FROM THE AD PAGES

THREE is just as much profit in reading the ad pages of this magazine as in reading the text.

JUST because our advertisers have something to sell is no reason why you should back away from the opportunities they offer you to make money with their goods.

Take Your Own Position for Example.

YOU are selling electricity. You know that electricity is a good thing for the people in your town. You couldn't live if your product were not a good thing—people would get wise in time and cut off the service.

Same Way With Our Advertisers.

IF these products were not a good thing for you the manufacturer couldn't afford to advertise them.

IF they are a good thing for you, you need them—or some of them.

AND don't forget to say you saw the ad in *Selling Electricity*. That is only fair to us and to the advertisers.

SELLING ELECTRICITY

56 Clinton St., Newark, N. J.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

**Don't Cut
Your Rates!**



Ever have any experience with Kickers?

Find it hard to satisfy them?

Try *o*

Shelby 45 Watt Useful Light Lamps

The Kicker doesn't want a cheaper rate per Kilowatt; he wants MORE USEFUL LIGHT FOR HIS MONEY

Satisfy him with Shelby (useful light) Lamps * * * *

The Shelby Lamp gives 100 percent. more ILLUMINATION for a given amount of current than the ordinary form of lamp * * * *

How long would a Kicker Kick if you reduced the cost of his illumination?

The Shelby Electric Company

Manufacturers of

Shelby Useful Light Lamps

Shelby, Ohio, U. S. A.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

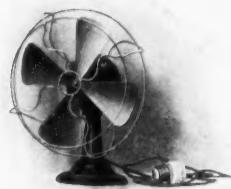
**KIMBLE-GREGORY
VARIABLE SPEED MOTORS**

Alternating and Direct Current
FOR PRINTING PRESS DRIVE
No Belts—Friction Drive—No Resistance
Any Number of Impressions per Hour
A Money Maker for the Printer and a Business
Getter for You



Prices Right. Send for Booklet X
WE MAKE FORGED BLOWERS, TOO
GUARANTEE ELECTRIC CO. CHICAGO

Breezes to Breathe



STATIONARY DESK FAN MOTOR

A small, light running, noiseless and inexpensive, solid base desk fan is almost as essential in summer for private residences as a Telephone. Fort Wayne fan motors are portable and light in weight and can be set in any convenient place. They are Quality fan motors, first, last and all the time. They look right, run right and wear right.

An 8-inch Fort Wayne fan motor will run for five hours at a cost of only one cent for current. Summer Comfort could not be more reasonably obtained.

Fort Wayne Electric Works

"WOOD" SYSTEMS

Fort Wayne, Indiana

523

**Popularize the use of
Electricity in your City.**

Nothing will help you more to keep up the enthusiasm and interest of everybody in your city in electricity. You know that its convenience, safety and efficiency make it the best source of light, heat and power for the home, the office, the store or the factory. The only question is—have you the courage and the foresight now to back electricity for a winner?

If you have and are willing to stake \$15. a month on the issue, *Electric Service* will help you. *Electric Service* is our little monthly magazine of popular electricity which we sell to central stations. We fill it brimful of bright illustrated articles every month about new and old electric appliances. We print your company's name on the title page and your special adv. on the covers so that you can mail or distribute it any way you choose to new and prospective customers.

Give *Electric Service* a chance to make good at \$15. a month in your city, the same as any other solicitor. It is getting business for 24 lighting companies. It will get business for you.

Send for Sample Copies To-day.

**THE C. W. LEE COMPANY
54-56 CLINTON ST. NEWARK, N. J.**

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

NO WOMAN EVER FOUND FAULT WITH AN AMERICAN "STEEL CLAD" IRON

THE reason lies in the fact that we have spared neither time nor expense in perfecting it. And we take special pride in our Irons today, not because they are the best smoothing Irons made, but because they represent perfection in the development of the electric flat iron idea. Central Station Men who have had trouble with imperfect Irons will recognize the importance of the following merits of the American "Steel Clad:"



Heats evenly at point and on the Sides.

No heat radiates from Top.

Heating Element instantly Removable.

Durable, Economical, Reliable.

Correct Sizes, Weights and Shapes.

Practically Indestructible.

Attractive in Finish.

AMERICAN ELECTRICAL HEATER CO.

MAIN OFFICE AND FACTORY, DETROIT, MICH.

Branches—

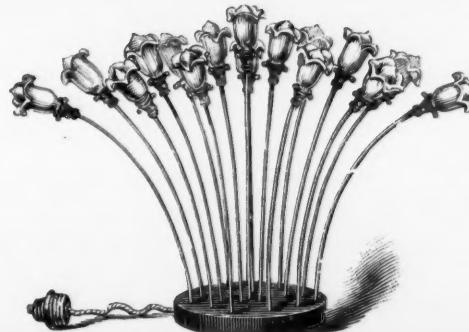
New York

Mexico City

Chicago

SIGNS
&
DEVICES
OF
QUALITY

SEND
FOR
ILLUSTRATED
BULLETINS
NOW



THE TALKING SIGN

ALL, ALL, ABSOLUTELY ALL, IN GOOD ELECTRIC SIGNS

WE HAVE

IF YOU WANT QUALITY, HAVE OUR NAME ON IT

THE ELECTRIC MOTOR & EQUIPMENT CO.

NEWARK, NEW JERSEY

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

ARE YOU LOOKING OUT FOR THE MAIN CHANCE?



What kind of a success would electricity be, anyway, if it didn't sell—if it didn't have the men in the Central Station field to push it?

What kind of a success will you rate yourself if you don't get more customers for your company this year than you did last?

Take yourself and your profession more seriously. There's a big future for any man with brains and pluck in the electrical field who will study how to sell current.

Your main chance is to become a better business-getter. Let SELLING ELECTRICITY help you get on in life. This magazine is the only central station publication devoted to the main chance—to the selling of more electricity. It is the only magazine where the best and most successful ideas for selling electric light, heat and power are printed every month from all over America. Every issue contains hundreds of ideas that will help you succeed in your field, in any field—help you earn more salary.

Send in your dollar to-day and take no more chances about letting any good ideas get by you.

TEAR OFF ON THIS LINE

Date.....

Gentlemen:

Find pinned to this coupon one-dollar bill for which send me "Selling Electricity" for one year from date.

Signature

Address

City or Town

State

Company

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

I L L U M I N A T I N G

E N G I N E E R I N G

** is engineering applied to artificial lighting*

ANNOUNCEMENT

The Bureau of Illumination (incorporated) has taken over the uncompleted Illuminating Engineering contracts of the **Engineering of Light and Illuminating Company** which retires from Engineering work.

The Bureau of Illumination will be thoroughly equipped to handle problems in Illuminating Engineering of whatever magnitude, having a competent corps of Engineers and being in position to call into consultation the best-known specialists in this field.

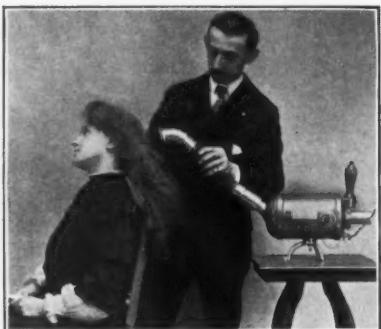
These services will be appreciated by Central Station companies desirous of increasing the standard of illumination in their cities, or of combating unfavorable public clamor by improving lighting conditions among their customers.

THE BUREAU OF ILLUMINATION, INC.

437 FIFTH AVENUE, NEW YORK

Argument: If the amount of light now *wasted* were given to Central Station customers in the form of useful illumination, dissatisfaction and the outcry against extortionate rates would cease. It is the purpose of the Illuminating Engineer to eliminate waste—not to reduce consumption of gas or electricity.

SELLING ELECTRICITY ADVERTISERS.



**The JOS. FALLEK
Electric Hair Drier**

Put one in your exhibition room and demonstrate its advantages to barbers, hair dressers and hotels

As a window display, the Fallek Electric Hair Drier is one of the most effective means of attracting attention to the advantages of your service. Send for literature.

JOSEPH FALLEK
59 West 21st Street NEW YORK

ARTHUR A. ERNST

Engineer of Light and Illumination

Telephone, 5202 Broad

25 BROAD STREET, NEW YORK

SALESMANSHIP

The Magazine for Business-Getters

Mr. Contract Agent:

Why not give your men the benefit of all the business-getting suggestions and selling inspiration that SALESMANSHIP contains in every issue? Send YOUR OWN dollar now and you will want it for every solicitor on your force.

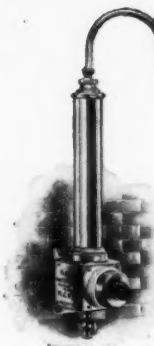
SALESMANSHIP

355 Dearborn Street

CHICAGO

In writing to advertisers, mention "Selling Electricity."

**H. C. K. INSTANTANEOUS
ELECTRIC WATER HEATER**

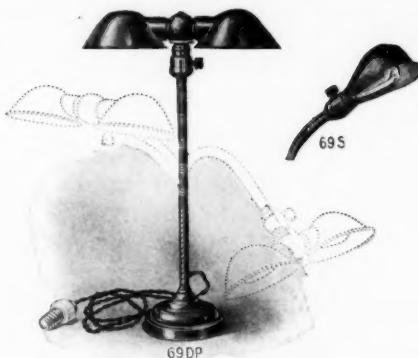


A thoroughly reliable continuous flow Electric Heater from which water at any temperature from cold to 200° F. can be drawn. Such a compact sanitary and economical device is just the thing for soda fountains, cafes, hotels, clubs, doctors, dentists, hospitals, barber-shops, manicure parlors and the home.

The only successful competitor of the gas heater which it surpasses in every way.

H. C. K. COMPANY

45 BROADWAY NEW YORK



Almond

Flexo

Desk Lamps

The Almond Flexible Arm brings the light right where it is wanted. Booklet.

T. R. ALMOND MFG. CO.

83 Washington Street, Brooklyn, N. Y.

SELLING ELECTRICITY ADVERTISERS.

These Advertisements

Are small reproductions of our Central Station Newspaper Electro-types—especially designed to give Central Stations a line of forceful, business-bringing ads. which cost very little and yet get results.

The secret of successful newspaper advertising is to keep everlastingly at it, using ads. which interest, convince, compel the reader to accept your statements and adopt your service.

These ads. don't tell the whole story of Electricity. They are not intended to. They simply tell a point or two each—they are effective because one point is proven at a time—make a new point each week and you will get results.

And then, look at the pictures. No finer art work can be procured. It is the best work of the best artists in the country, designed under the direction of people who know how to interest the public in Electricity.

Pictures that compel attention, copy that creates demand,—that is what you get when you use this service. It costs you only \$6.00 per month for four fresh, new, timely cuts. \$6.00, and all you have to do is to send the cuts to your newspaper and watch results—no bother to you.

Write for Free Bulletins showing over one hundred of these clever ads. Even though you get up your own ads it is worth a good deal sometimes to know where to get good ads. if you are too busy to write them.

C. W. LEE COMPANY

NEWARK, NEW JERSEY

In writing to advertisers, mention "Selling Electricity."



TOUCH THE BUTTON

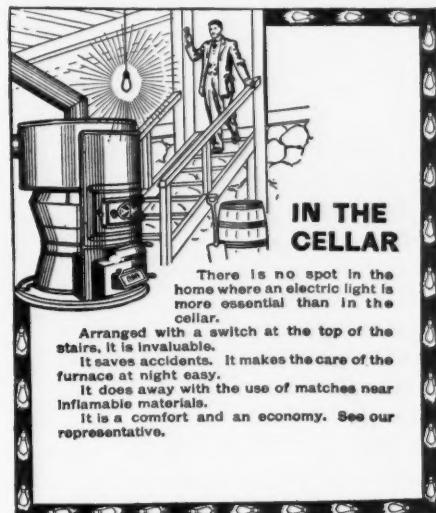
With Electricity it is only necessary to touch the button and the hall or room becomes flooded with light. Electricity appeals to the aesthetics as well as the practical. There is no light like it. It is at once a home beautifier and an aid to good health for, unlike other illuminations, it does not use up the oxygen in the atmosphere. No home is complete until wired for Electricity.



AN ELECTRIC CURLING IRON

is a joy to the woman whose hair needs coaxing to make it curl. Heretofore she has been obliged to use an oil lamp for heat in the preparation of her coiffure, but now the dainty electric curler has superseded that old and primitive method. It is a heating device that should have a place in every home. It is one of the accessories to modern's toilet that is possible only when the home is wired for electricity. An electric light over the dressing table makes dressing easy.

Send for our representative.



IN THE CELLAR

There is no spot in the home where an electric light is more essential than in the cellar.
Arranged with a switch at the top of the stairs, it is invaluable.
It saves accidents. It makes the care of the furnace at night easy.
It does away with the use of matches near inflammable materials.
It is a comfort and an economy. See our representative.

SELLING ELECTRICITY ADVERTISERS.

DEVOTED TO
THE SCIENCE
AND ART OF
ILLUMINATION



PUBLISHED
EVERY MONTH
\$1.50 A YEAR
15 CENTS A COPY

Selling Light

A Solicitor of one of the Largest Lighting Companies in
the West writes:

"Your publication in the past year has been worth many a dollar to me."

A Prominent Electrical Engineer says:—

"I subscribed for **The Illuminating Engineer** some six months ago, and am very much pleased with it. I think in the engineering profession it fills a long felt want. It gives information that we cannot find elsewhere."

The Contract Agent of a large Central Station in the East writes:—

"I want to take this occasion to tell you that I think **The Illuminating Engineer** is both valuable and interesting; characteristics which do not always go together. My one difficulty is that common to all busy men, namely, that I do not have time to absorb as much of the good matter as I would like to."

The first qualification for a salesman is a full knowledge of his "line." **The Illuminating Engineer** is the only complete source of information on all subjects pertaining to the use of light. Many are using it regularly as a serial text-book for fitting themselves as Illuminating Engineers.

Your request will bring a sample copy,

THE ILLUMINATING ENGINEER

12 West 40th St.

New York

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

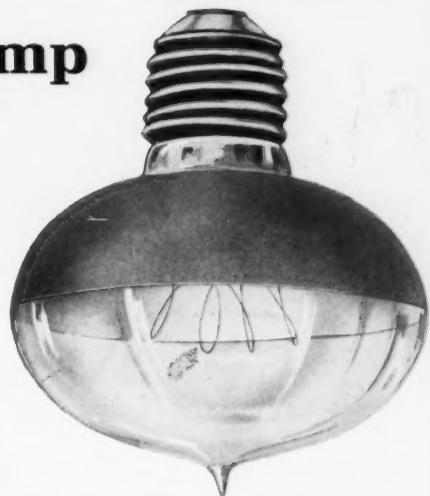
Best Reflector Lamp in the World

Gives from 9 to 10 times as much downward light on the same amount of current as any other lamp made.

No cumbersome reflectors—no expensive wiring—no special fixtures.

RATING OF LAMP	DOWNTWARD LIGHT
4 c. p.	clear 25 c. p. frosted 18 c. p.
8 c. p.	" 35 c. p. " 27 c. p.
16 c. p.	" 70 c. p. " 60 c. p.
32 c. p.	" 140 c. p. " 125 c. p.

The Germania Reflector Lamp will help you get window lighting business. It combines lamp and reflector in one unit. Requires no investment for initial installation other than ordinary wiring and sockets. Write now for sample lamp and prices.



GERMANIA ELECTRIC LAMP COMPANY

(Independent of any lamp trust or combination)

420-422 Ogden Street

Newark, N. J.

Nothing New About The DOW ADJUSTER

It's not an experiment—not a novelty. DOW ADJUSTERS have been on the market for 10 years, and about 150,000 of them are giving satisfaction today.

YOU NEED ONE, YOURSELF

Try one yourself. See how convenient it is. Then you'll know why your customers should have them. You know that a "satisfied customer is the best advertisement," and if DOW ADJUSTERS will help, why not use them.

Sample FREE if you agree to install it in your display room, advertise it in your folders and booklets and show it to your customers.

Marshall Electric Manufacturing Co.
BOSTON, MASS.

WE HAVE GOT IT
AND
YOU WANT IT
THE B-H
Reliable
Time Switch

A proposition to prove our claims made to the skeptical.

Write—

The BALLOU-HUTCHINS ELECTRIC CO.
38 WEYBOSSET ST.
PROVIDENCE, - RHODE ISLAND

In writing to advertisers, mention "Selling Electricity."

APR 30 1907

SELLING ELECTRICITY ADVERTISERS.

DO YOU WANT MORE BUSINESS?



An Excello Flaming Arc in front of your Electric Light Office will loom up like a house a-fire in the night. It will attract more attention and cause more comment than any Electrical advertising you have ever done. It will serve as a practical example, so startling, that merchants you have never been able to interest will see the advertising value of lighting their store fronts the same way.

SEEN EVERYWHERE NOTE THIS COMPARISON :

550 WATTS

{ That give but 176 Candle Power
with 10 Incandescent lamps.

That give but 300 Candle Power
with one enclosed arc.

GIVE 3,000 CANDLE POWER
WITH ONE EXCELLO
FLAMING ARC.

MORAL:—AN EXCELLO FLAMING ARC GIVES MORE LIGHT ON LESS CURRENT THAN ANY OTHER ARC IN THE WORLD. THEREFORE IT MAKES CUSTOMERS AND KEEPS THEM.

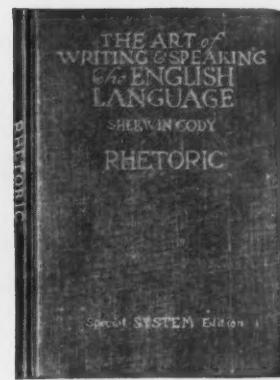
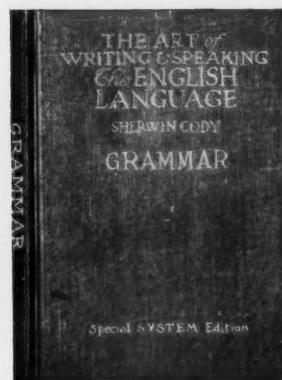
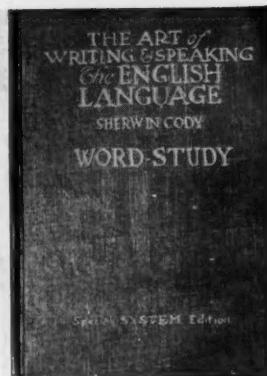
Let us send you a list of the stores, hotels, theaters and railroad stations that are using the EXCELLO in the United States, with our catalogue describing it.

For inside, for outside; direct or alternating current

13 U. S. Patents

EXCELLO ARC LAMP COMPANY
GRAMERCY BUILDING
NEW YORK

In writing to advertisers, mention "Selling Electricity."



Letters That Bring In Money

How to Talk and Write to Win Success

These books teach young men how to write original, forceful letters that win good positions and good salaries;—teach young women how to write entertaining, attractive letters that secure social prestige and a circle of admirers;—teach salesmen how to write convincing letters that sell goods;—teach credit men how to write tactful letters that bring in money and give no offense;—teach correspondents how to write clinching business-bringing letters;—teach stenographers how to master correspondence;—teach advertisement writers how to write strong, “pulling” copy. They form a complete college course in business English—to be read at leisure—to be put in daily practice at once. Many successful men are earning large salaries merely because they know how to state a business proposition clearly, tersely, concisely, forcefully. This set of books comprise the notable Sherwin Cody course in business English complete. Before being published in book form this course sold for \$25.00. Every business man, employer and employee should have this set ready for reference.

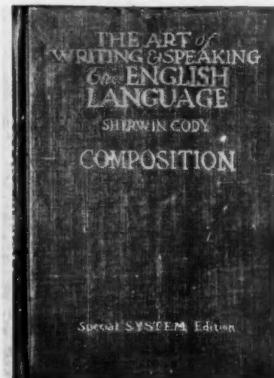
If you want your letters and conversation to have the “vim” and “go” of words that win, if you want to embody in your correspondence and speech that “magic” touch, snap and personality, that sounds a golden echo in your cash drawer—Sherwin Cody’s four little volumes will enable you to do it.

The Study of Words

Never before has the study of words been made so simple, so clear, so concise as in the first of these compact, hip-pocket volumes. The novice is given a complete grasp of the use of words—their differentiation of meaning—their construction, their spelling, their pronunciation, their definitions. Many pioneer writers—even the heads of several colleges—have adopted this book as a source of convenient reference.

Simple Rules

Volume II is no ordinary dry, uninteresting grammar. It tells more in its few pages than the weighty volumes used by writers everywhere. Contains exhaustive chapters on English idioms, peculiarities of the language, construction of sentences, parts of speech, all explained so simply and interestingly that its study becomes a fascinating mental exercise.



The Methods of Master Writers

Volume III explains the “tricks” and the simple principles of effective writing: the methods of writers who are masters. It discusses and analyzes diction, figures of speech, style, humor, ridicule, the style of Macaulay, reserve, criticism, fiction, the narrative, description and dialogue style; epigrammatic style; the power of simplicity, harmony of style, imagination, reality, the use of models in writing fiction, and a priceless appendix which explains common errors in use of words.

Composition

The first essential of any successful composition is that it be interesting. This convenient volume explains how English may be made not only correct but interesting—and therefore effective. It explains composition in ad-writing, in correspondence, in conversation, in story writing. It deals with the construction of all forms of business correspondence.

Your Last Chance to Secure a Set

Your chance to get Mr. Cody’s books of us at the special wholesale price of \$2.00 is almost at an end. But the offer will still hold good throughout next month, at least. How much longer we cannot say just now. But if you want to get in on this bargain price—giving you seven complete home study courses in English—in book form—you had better sign the coupon and mail it with \$2.00 to-day. Without coupon the price is \$3.00.

The SYSTEM Company, Chicago
(Desk S. E.)

New York

London

The SYSTEM Company, Chicago
Desk S. E.

Enclosed find \$2.00 for which mail me a set of Cody Books—all complete, regular price \$3.00. If I am not satisfied you are to return my money.

Name
Address

In writing to advertisers, mention “Selling Electricity.”

Good Light—Good Store



*PARDRIDGE & BLACKWELL'S NEW STORE
DETROIT, MICH.*

7 Floors—100 x 220 feet—1900 Nernst Globes installed

Appreciating the business-bringing importance of perfect illumination, Messrs. Pardridge & Blackwell chose NERNST LAMPS to light their handsomely equipped new store in Detroit.

A thorough investigation always results in the choice of the Nernst system on account of its daylight color value, distribution, high efficiency and low current consumption.

NERNST LAMP COMPANY, Pittsburg, Pa.